



Course: **Export Marketing 101: Strategies for Exporting Products and Services from Trinidad & Tobago**

Contact Hours: **24 Hours**

Pre-requisite: **None**

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of Export Marketing.
- Identify export-ready Products or Services from Trinidad & Tobago.
- Analyse and select International Markets.
- Develop an effective Export Marketing Plan.
- Understand the documentation, compliance, and logistics involved in exporting

Target Audience

Entrepreneurs and Small Business Owners, Export-Ready MSMEs, Business Development Officers and Trade Professionals, Professionals working in Chambers of Commerce, Trade Associations, and Government Agencies, Professionals seeking to change to a career in Sales, Marketing, International Trade, Marketing and Sales Professionals, Post-Secondary School Graduates interested in career in International Sales/Marketing, Manufacturers/Agro-Processors in Key Sectors, NGO or Cooperative Members.

Course Modules

Week 1: Introduction to Exporting

- Definition of Export Marketing
 - Why export? Opportunities for T&T businesses
 - Common challenges faced by new exporters
 - Overview of the Global Trade Environment
 - Case studies of successful T&T exporters
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Week 2: Export Readiness & Product/Service Selection

- Assessing export potential of your business
 - Internal Analysis of Organisation
 - Identifying scalable and competitive products/services
 - Adapting offerings for foreign markets
 - T&T resources: exporTT, Ministry of Trade, TTMA, NEDCO
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Week 3: International Market Research & Selection

- Tools for market research (ITC Trade Map, Export.gov, etc.)
 - Key criteria for evaluating target markets
 - Market segmentation and consumer preferences
 - External Analyses of selected market/s (PESTLE, Porter's 5 Forces)
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Week 4: Export Marketing Strategies

- Market Entry Decision
 - Development of Export Marketing Plan:
 - Product strategy – including Positioning and Branding for foreign markets
 - Pricing strategies and currency considerations
 - Choosing the right promotional mix (B2B vs B2C)
 - Online Marketing and E-Commerce for exports
 - Monitoring of Marketing Plan
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Week 5: Export Logistics & Distribution

- Shipping methods, freight forwarders, and warehousing
 - Packaging and labelling requirements
 - Distribution Channels (agents, distributors, partners)
 - Risk Management and Insurance
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Week 6: Documentation, Compliance & Finance

- Required export documents (invoice, bill of lading, COO, etc.)
 - Understanding Incoterms
 - Payment methods (LCs, open accounts, advance payments)
 - Accessing export financing in T&T (Eximbank, venture capital)
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Week 7: Digital Tools, Support Services & Trade Shows

- Leveraging technology to manage export operations
 - Using CRM, email marketing, and digital ads internationally
 - Government support and incentives
 - Preparing for and attending international trade missions
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Week 8: Capstone – Building an Export Plan

- Walkthrough: Creating a basic export marketing plan
 - Peer review and feedback session
 - Presentations (optional)
 - Wrap-up, certificates of completion
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Delivery Format:

- Live sessions (online)
- Interactive activities and group work
- Local case studies and export success stories
- Guest speakers (e.g., from exporTT, successful exporters)
- Supplementary resources and templates