

MARKETING & COMMUNICATION | COURSE BROCHURE

Export Marketing and International Expansion

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Expanding into new countries offers growth but also new risks. This course covers export marketing and international expansion: market selection, entry modes, adapting products and messages, international pricing, distributor and agent partnerships, export promotion support and building an international marketing plan.

Many companies enter export markets opportunistically and struggle. You will learn a structured approach to international growth.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Market selection exercises, entry mode case studies, pricing calculations and plan development.

Course objectives

By the end of this course, participants will be able to:
• Assess and prioritise international markets
• Choose suitable market entry modes
• Adapt products, branding and communication
• Set international pricing
• Select and manage distributors and agents
• Build an international marketing plan

Target audience

This course is suitable for:
• Export and international managers
• Marketing managers
• Business owners
• Business development staff
• Trade promotion officers



Course content

Target competencies

Participants will develop competencies in:

- Market selection
- Entry strategy
- Localisation
- International pricing
- Partner management

Course outline

Day 1: Going International

09:00–10:08	Reasons and risks
10:08–11:00	Readiness assessment
11:00–11:30	**Coffee break**
11:30–11:45	Readiness assessment (continued)
11:45–12:53	Exercise
12:53–14:00	Case study

Day 2: Market Selection

09:00–10:08	Market research
10:08–11:00	Screening criteria
11:00–11:30	**Coffee break**
11:30–11:45	Screening criteria (continued)
11:45–12:53	Prioritisation
12:53–14:00	Workshop

Day 3: Entry Modes

09:00–10:08	Exporting, agents and distributors
10:08–11:00	Licensing and joint ventures
11:00–11:30	**Coffee break**



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11:30–11:45	Licensing and joint ventures (continued)
11:45–12:53	Direct investment
12:53–14:00	Exercise

Day 4: Adapting the Offer

09:00–10:08	Product and brand adaptation
10:08–11:00	Pricing
11:00–11:30	**Coffee break**
11:30–11:45	Pricing (continued)
11:45–12:53	Communication
12:53–14:00	Case study

Day 5: Planning

09:00–10:08	International marketing plan
10:08–11:00	Partners
11:00–11:30	**Coffee break**
11:30–11:45	Partners (continued)
11:45–12:53	Support programmes
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,840.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Rome Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Vienna Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,940.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Paris Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,860.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,940.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online