

Global AdvantageSM

Trade and Logistics Curriculum

Guide 101 - Getting Started – Export Basics

Guide 102 - Advanced Guide to Exporting

A. Trade Track

B. Logistics, Regulations and Export Services Track

1. Marketing

2. Export Sales

3. Transportation

4. Export Regulations

5. Export Services

1-101 - Overview of International Marketing

2-101 - Overview of International Sales Issues

3-101 - Overview of International Transportation Issues

4-101 - Overview of Export Regulations Issues

5-101 - Overview of Export Related Services

1-102 - Export Markets Selection

2-102 - International Environment

3-102 - Carriage by Air

4-102 - Customs

5-102 - Exports Financing

1-103 - Information for Int'l Marketing Decisions

2-103 - Market Entry Strategies

3-103 - Carriage by Sea

4-103 – Overview of US Export Controls (EAR, BIS, ECCN, USPPPI)

5-103 - Insurance

1-104 - Organization of Int'l Marketing Activities

2-104 - Promotion and Marketing Communication

3-104 - Certificates of Origin

4-104 – ITAR Intl Traffic in Arms Regulations, Dual Use, Licenses

5-104 - International Tax
104-1 Tax Planning
104-2 Tax Compliance

1-105 -Pricing Decisions

3-105 - INCOTERMS

4-105 - Import Regimes

5-105 – Legal Issues
105-1 Intl Property
105-2 Joint Ventures
105-3 Licensing
105-4 Sales & Distrib

1-106 - Product Decisions

3-106 - Transport Carriers and Agents

4-106 – Tariff Codes & HTS Classification, Schedule B

5-106 - Methods of Payment

4-107 – Free Trade Agreements, Regional, EU