**Pre-Requirements:**

* English Language (B1)
* ICT (Basic knowledge of computer hardware and software/ Basic knowledge of mobile devices hardware and software/ Basic Knowledge of Internet)

**Part 1: Export Related Skills**

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| **Learning Outcomes** | **Assessment Criteria** | **Evidence** | **Duration** |
| **The learner will:** | **The learner can:** | **The learner:** |  |
| **1.** Understand how s/he can ensure the knowledge of the product they are selling and how to calculate the price in exports | 1.1 Use of basic company documents (company profile, price list, packing list, ISO certifications regarding the company and quality certifications regarding the product )  1.2 Negotiate payment terms and pricing policy with potential clients.  Being able to calculate and describe steps and procedures of product costing. | 1.1 Having passed successfully the exams for obtaining the Certification from the Educational Center assigned and being able to describe in their training log, preparation of basic company documents they have prepared to be used and presented during business meetings, the procedures applied for their preparation and appropriate information to be included, in order to meet the Standards of International Trade. Being able to explain and present with proven results the benefits of using the appropriate company documents and how it has helped their work and export sales.  1.2 Collects a testimonial from their employer, stating that they have presented and discussed the pricing policy of the company with a potential client and being able to negotiate the appropriate and safe payment terms with successful results by singing the contract and proceed to the exportation of goods and services. | 4 hours in class/ 31 hours e-Learning |
| **2.** Understand the basic principles of exporting  processes and be able to use basic exporting tools | 2.1 Explain basic financial processes  2.2 Explain what incoterms are  2.3 Take and manager orders  2.3.1. Maintain evidence of all projects/work | 2.1 Having passed successfully the exams for obtaining the Certification from the Educational Center and being able to recognize and use all Banking instruments related to the financial process of successfully handled and finalized cases of International Trade during the training period and by collecting a testimonial from their employer.  2.2 Having passed successfully the exams for obtaining the Certification from the Educational Center and being able to write and negotiate contracts by using the appropriate Incoterm for the delivery of good  2.3 Being able to handle and complete successfully shipments of goods, as per signed contacts of International Trade and by collecting a testimonial from their employer.  2.3.1. Being able to present a proper business flow of documentation, while his training program, approved by his instructor and by collecting a testimonial from their employer |  |
| **3.** Be aware of basic issues related with export-related legislation and understand their importance for the exporting processes | 3.1 Recognize the basic storage documents (inside and outside EU)  3.2 Explain the processes of certification of products  3.3 Explain the main principles and requirements of insurance for goods and services in the country of origin and the countries of export  3.4 Explain how trademarks and brand names should be used in each country  3.5 Deal effectively with safety and security issues | 3.1 Having passed successfully the exams for obtaining the Certification from the Educational Center and being able to prepare and handle shipping documents and certifications, proven by successfully handled cases within the training period and by collecting a testimonial from their employer.  3.2 Being able to prove while his training period the knowledge of being able to successfully prepare all documentation for the certification of products, proven by successfully prepared and finalized projects and by collecting a testimonial from their employer.  3.3 Being able to apply and receive correct Insurance Policy Certificates, covering each shipment and delivery of goods,  proven within his training period and by collecting a testimonial from his employer for successfully insured shipments.  3.4 By having registered the Trade Mark of the product before entering a new country and being able to promote successfully the brand and the products, by increasing the sales and by collecting a testimonial from their employer  3.5 Being able to prepare all the correct documentation and chemical analysis needed per product, in order to cover all safety and security issues, proven by zero complains and liability insurance claims and by collecting a testimonial from their employer. |  |
| **4.** Understand and implement principles for effective business communication | 4.1 Handle effectively commercial correspondence  4.2 Explain the basic principles of Customers Relations Management  4.3 Handle business communication with foreign countries in a culturally aware way | Theory: 4. Test on basic theoretical aspects covered in the module  Practice:  4.1.1 Write a letter/email  4.1.2 Prepare a presentation  4.2.1 Solve case study about problem situation from the sales cycle  4.2.2 Prepare Question Inventory for needs research  4.3.1 Research and write a paper (4-5 pages) about the cultural influences he/she should be aware of about one group of customers he/she is working with or expects to work with in the future. | 8 hours live training, 28 hours studying/eLearning resources |
| **5.** Be able to collect and manage data that will support the exporting process | 5.1 Recognize and identify the software/ applications that exist in order to gather and systemize information from media and internet markets, products & services  5.2 Explain the basic principles of their functioning |  |  |

**Part 2: Marketing Related Skills**

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| **Learning Outcomes** | **Assessment Criteria** | **Evidence** | **Duration** |
| **The learner will:** | **The learner can:** | **The learner:** |  |
| **6.** Understand and implement basic principles of marketing | 6.1 Explain basic aspects related with localization (essence, specifics and types of the relevant financial markets)  6.2 Explain the basic principles of online marketing and advertising  6.3 Determine how to best communicate their products' attributes to their target customers based on customer needs, competitive pressures, available communication channels and carefully crafted key messages  6.4 Write and edit marketing content  6.5 Make basic budgeting for marketing campaigns  6.6 Organize research for the determination of target customers  6.7 Plan and implement digital marketing campaigns  6.8 Recognize local socio-economic trends through Social Media Activities  6.9 Present the product in an attractive and convincing way | 6.1 will get a detailed understanding about basics of Marketing as a science and its importance  6.2 make difference between Offline / Online / Digital Marketing  6.3 work on creation of own Marketing plan, including advertising plan  6.4 understand differences between types of Marketing research options and choose the one applicable to its case  6.5 create own communication message and digital campaign plan, discuss it with the group and receive feedback  6.6 exercise how to do effective marketing segmentation  6.7 build marketing campaign budget based on predefined template  6.8 make a marketing pitch for a product / service  6.9 create a plan and communication messages for Social media campaign based on the main marketing pitch created | 8 hours live training, 28 hours studying/eLearning resources |
| **7.** Email Marketing - Building and using Email List, Email analytics and automation | 7.1 Building Email List using different ways to get an Email Sign Up  7.2 Use Email Marketing Software and choosing the best provider  7.3 Use Email Analytics and what parameters to measure | 7.1 To be able to demonstrate and explain how Email Marketing Works for the business  7.2 To be able to create campaigns for the Buyers’ (clients’) Email  7.3 To be able to use Email Automation: explaining the choice of the best provider and understanding its usage  7.4 To be able to understand, explain and implement the data from Email Analytics |  |
| **8.** Manage strategically social media (Facebook, Linkedin, Instagram, YouTube, Twitter) for the organization of an export-related marketing campaign | 8.1 Implement marketing techniques which are specific for each platform  8.2 Select the most efficient medium for internet/ social media promotion  8.3 Search and detect information for potential online markets;  8.4 Share efficiently the information according to the characteristics of each platform  8.5 Identify the Social Media Goals for the business | 8.1 Has to be able to create a social media profile for each platform  8.2 Has to be able to understand and explain how social media marketing works for the business  8.3 Has to be able to explain and understand the difference between the social media platforms and to choose the most efficient platforms for the business  8.4 Has to be able to create and build a schedule plan for posting a content on social media  8.5 Has to be able to write post, articles and promotion campaigns for brand building awareness on social media  8.6 Has to be able to understand and explain the social media goals for the business: Increase followers and sales;  Engagement with the target audience; Providing on time customer service; Promotions of products; Driving traffic to the company website |  |
| **9.** Be able to work with e-trade platforms (Amazon, E-Bay, etcy.com) for exporting products | 9.1 Recognize and explain the specific characteristics of each platform  9.2 Use the keywords related with the search | 9.1 Has to be able to show the searching results by the specific keywords and to implement and analyze the sales volume for the specific products for each platform – Amazon, eBay and Etsy  9.2 To be able to research and use properly the main keywords for generating semantic core for writing and building a listing on Amazon, eBay and Etsy: for the Title, Bullet Points, Product description, Subject matters and specific search terms  9.3 Use the search results and sales volumes by specific keywords to analysis product niche and competitors for market valuation |  |
| **10.** Manage the corporate website in order to facilitate the exporting process | 10.1 Connect the company website with corporate social media  10.2 Provide professional website support in cooperation with the  Social media marketing specialists  10.2.1 Order the development of professional website 10.2.2 Determine the key words for easy search and product finding, information about promotions 10.2.3 Prepare presentations about the offered product 10.2.4 Provide input for continuous website optimization | 10.1 To be able to understand the process and added value of social media marketing for the company’s brand name and products, by connecting and follow up efficiently the company’s website with corporate social media.  10.2 To be able to choose the qualified company for social media marketing and to follow up efficiently their work and output presented.  10.2.1 To be able to cooperate and provide to the professionals selected all necessary data for the optimization of the website  10.2.2 To have solid knowledge of the company’s product and services, in order to be able to determine the key works for the easy search of the products in the site in cooperation with the social media marketing specialists.  10.2.3 To be able to prepare and present a professional company profile for the offered products for exports  10.2.4 Collects a testimonial from their employer, stating that is able to evaluate and follow up efficiently the output presented for the website results, in order to provide the correct input for the continuous and effective website optimization and having passed successfully the exams for obtaining the Certification from the Educational Center assigned | 3 hours in class/  27 hours e-Learning |
| **11.** Understand and implement the basic principles for Search Engine Optimization | 11.1 Identify, apply or order from specialist’s specific website optimization techniques for the offered export product to be easier to find;  11.2 Work with specialized software in order to report the amount of page views, of orders, of countries, ordering on the site |  |  |

**Part 3: Soft Skills**

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| **Learning Outcomes** | **Assessment Criteria** | **Evidence** | **Duration** |
| **The learner will:** | **The learner can:** | **The learner:** |  |
| **12.** Be able to apply strategies in order to manage time and energy effectively | 12.1 Plan to make the most of every day  12.2 Deal with distractions  12.3 Break down tasks into smaller tasks  12.4 Assess his/her energy levels | 12.1 Is able to create a schedule for the daily tasks to be performed – 90-days goals – Priority identifying, and put them in the important vs urgent grid  12.2 Is able to identify usual time-wasters, and also during the day with concrete examples  12.3 Creates a report of the main daily, weekly, and monthly tasks of an export specialist broken down into smaller ones, and is able to provide real-life examples.  12.4 Identifies energy-wasters, and monitors well-being activities based on the “am I taking care of myself?” exercise | 2 hours live training |
| **13.** Be able to investigate complex issues, determine the source of a problem, make decisions and develop effective solutions (Problem solving and Analytical Skills) | 13.1 Define a problem  13.2 Find the root cause  13.3 Generate a list of all possible solutions to a problem  13.4 Select a solution  13.5 Carry out the solution selected  13.6 Evaluate the solution selected | 13.1- 13.2: Creates a report based on the problem-solving techniques, identifying and breaking down three work-related problems that (s)he faced. Also, the learner is able to identify which mode of problem solving was used.  13.3- 13.6: In the same report, describes the process of selecting, carrying out and evaluating the solutions to the same three work-related problems based on the scientific method and the systemic approach that was taught. | 2h45 min. live training |
| **14.** Be able to think on novel concepts and to blend concepts (Creativity) | 14.1 Format ideas  14.2 Apply innovative techniques  14.2.1 Research of inspiration  14.2.2 Explore possibilities  14.3 Make and analyze decisions  14.4 Have a sense of design and aesthetics  14.5 Have a functional sense and a sense of what makes something useful | 14.1 Makes a problem and the corresponding idea well-structured in order to provide solutions. Creates a report of one problem and a corresponding idea analysis  14.2-14.3 Provides examples of three problems that needed creative solutions or decisions, and how (s)he managed to come up with these solutions via free association techniques and exercises that inspire creativity.  14.4 Is able to analyze a revolutionary work of art and explain what features made it innovative/creative/groundbreaking for its time  14.5 Comes up with 2 alternative uses of work-related products | 4h30 min. live training |
| **15.** Recognize situations where s/he needs to react and be flexible and plot out his/her own abilities to adapt to change, and decide how s/he might need to improve these. | 15.1 Deal with setbacks  15.2 Create support networks  15.3 View change as a natural part of life  15.4 Have a positive attitude to other people’s suggestions about how s/he might do things differently  15.5 Keep up to date with industry trends | 15.1 Gives 2 examples of dealing with setbacks at work by using a resilience technique that was taught  15.2 Identifies 2 situations at work where help from a coworker contributed to overcoming a setback  15.3 Identify 3 adverse events that happened at work, and what each of these events provided as a learning experience  15.4 Provides two examples of integrating coworker suggestions in already established ways of dealing with processes  15.5 Provides 3 examples of interesting industry news, or “quality of life” changes at work | 3h live training |