

# International Trade

Globalization and information technology are opening potential new markets for businesses of all sizes. For businesses, understanding the realities of international trade can be a critical competitive edge, giving significant advantage over competitors. To use these opportunities, special skills and knowledge are required. The qualifications in International Trade provide those skills, and knowledge. They prepare graduates to overcome cultural barriers, build lasting alliances, and produce effective products and services for the international market.

International Trade programs and courses address essential topics within the context of global trade, ranging from macro issues such as the global economy to pragmatic topics such as logistic procedures on how to move goods around the world.

## DIPLOMA IN INTERNATIONAL TRADE MANAGEMENT

**Duration: 11 months**  
**Total Credit Hours: 1300**

### FORMAT

The program extends over an eleven month period and includes six months of instructional time and a five month practicum. Selected courses provide students with knowledge of specific topics and, depending on the course, students are assessed through either a national examination or the submission of a major project. Five of the eight courses are national exams and the other three are projects.

Team projects run concurrent with instructional sessions. This provides the learner with valuable practical experience. Projects are critical to the overall learning outcome of the program.

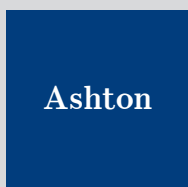
### BENEFITS

Upon completion of the program students qualify for the Ashton Diploma in International Trade Management and the Diploma in International Trade from the Forum for International Trade Training (FITT).

The Diploma from FITT meets the educational requirement for the Certified International Trade Professional designation and is accredited by the International Association of Trade Training Organizations (IATTO). Graduating students also receive the PSC (Professional Sales Certificate) from the Canadian Professional Sales Association (CPSA).

### CAREER OPPORTUNITIES

Some career paths include: Shipping Specialist, Business Development Manager, Customs Inspector, Marketing Manager, Foreign Investment Analyst, Market Research Analyst, Risk Analyst, Marketing Representative, Tax Accountant Assistant, Export Sales Manager, Procurement Manager, International Trader, Trade Analyst, and International Management Consultant.



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EDUCATION QUALITY ASSURANCE

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## DIPLOMA IN INTERNATIONAL TRADE

**Duration: 5 months**  
**Total Credit Hours: 600**

### FORMAT

The program extends over a five month period. Selected courses provide students with knowledge of specific topics and, depending on the course, students are assessed through either a national examination or the submission of a major project. Five of the eight courses are national exams and the other three are projects.

Team projects run concurrent with instructional sessions. This provides the learner with valuable practical experience. Projects are critical to the overall learning outcome of the program.

### BENEFITS

Upon completion of the program students qualify for the Ashton Diploma in International Trade Management and the Diploma in International Trade from the Forum for International Trade Training (FITT).

The Diploma from FITT meets the educational requirement for the Certified International Trade Professional designation and is accredited by the International Association of Trade Training Organizations (IATTO). Graduating students also receive the PSC (Professional Sales Certificate) from the Canadian Professional Sales Association (CPSA).

### CAREER OPPORTUNITIES

Some career paths include: Shipping Specialist, Business Development Manager, Customs Inspector, Marketing Manager, Foreign Investment Analyst, Market Research Analyst, Risk Analyst, Marketing Representative, Tax Accountant Assistant, Export Sales Manager, Procurement Manager, International Trader, Trade Analyst, and International Management Consultant.

## CERTIFICATE IN INTERNATIONAL TRADE

**Duration: 3 months**  
**Total Credit Hours: 240**

### FORMAT

The program extends over a three month period. Selected courses provide students with knowledge of specific topics, and depending on the course, students are assessed through either a national examination or the submission of a major project. Team projects run concurrent with instructional sessions. This provides the learner with valuable practical experience. Projects are critical to the overall learning outcome of the program.

### BENEFITS

Upon completion of the program students qualify for the Ashton Certificate in International Trade and the Certificate in International Trade from the Forum for International Trade Training (FITT).

### OPPORTUNITIES

Some career paths include: Shipping Specialist, Business Development Manager, Customs Inspector, Marketing Manager, Foreign Investment Analyst, Market Research Analyst, Risk Analyst, Marketing Representative, Tax Accountant Assistant, Export Sales Manager, Procurement Manager, International Trader, Trade Analyst, and International Management Consultant.

## CERTIFICATE IN INTERNATIONAL FREIGHT FORWARDING (CIFFA)

**Total Credit Hours: 78**

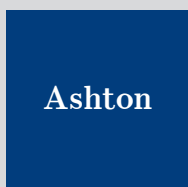
### FORMAT

This Certificate course is offered part-time over 26 sessions and provides the student with an introduction to freight forwarding. The Certificate in International Freight Forwarding (CIFFA) is for those who wish to acquire a general knowledge of the theory and mechanics of handling international freight shipments.

This course is designed to give a basic background on the multifaceted activities this profession entails. Students study the fundamentals of the various forms of transport and the documentation requirements and how to successfully bring goods to the market.

### BENEFITS

A Certificate in International Freight Forwarding is awarded upon the successful completion of this course by the Canadian International Freight Forwarders Association (CIFFA).



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## ADVANCED CERTIFICATE IN INTERNATIONAL FREIGHT FORWARDING (CIFFA)

**Total Credit Hours: 78**

### FORMAT

This Advanced Certificate builds on the foundation of the Certificate in International Freight Forwarding. It is offered part-time over 26 sessions. The focus of this advanced qualification is to give the student an added dimension for understanding the dynamics of international freight forwarding. Students are introduced to the more sophisticated disciplines and dimensions of international transportation. Additional insights into the specialized skills of international transportation, as well as an introduction to Logistics, Supply Chain Management, and other relevant subjects will enhance the individual's skill set.

### BENEFITS

An Advanced Certificate in International Freight Forwarding is awarded upon the successful completion of this course by the Canadian International Freight Forwarders Association (CIFFA). Successful completion will also entitle a graduate to apply to CIFFA for the Professional Freight Forwarder Designation..

## COURSE DESCRIPTIONS

### GLOBAL BUSINESS ENVIRONMENT

Global Business Environment provides a comprehensive overview of key aspects of global business in the 21st century. Whether the participant is looking for general information, is seriously considering getting involved or is actively participating in global trade, this course provides important information on the key elements of the global business environment.

The course emphasizes forward thinking and a positive perspective and highlights the considerable effort that any business, in any region of the world, must commit to in order to succeed, since we believe that this effort-properly executed-represents a fundamental "best practice" approach that goes beyond borders. In creating contemporary material that not only describes the current state of the environment, but also helps identify ongoing transformation of global business, it is of paramount importance that any advice be relative to the knowledge that any business in the world should assimilate in order to be a successful global trader.

### INTERNATIONAL MARKETING

International Marketing introduces an essential component of international trade: effectively marketing products and services in the global market. Advances in technology, such as the Internet and telecommunications, now allow small to medium-sized businesses to successfully pursue international marketing. How do these companies achieve a sustainable competitive advantage in the global market? Profitable companies have researched their target audience-they know who they are, what they need, what they believe and what they are prepared to buy.

Research is integral to success in the international market. By the end of this course, you will know what to research and where to begin. The marketing principles for domestic and international markets remain the same, but how you approach your international customer is dependent on cultural, political, legal and regulatory factors. Profitable international marketing is all about using the right promotional strategies for your target audience. You will need to learn which pricing strategies will work best for

your company and how you can use personal selling to win and keep global customers.

One of the most important tools for achieving international success is a well-researched and evolving international marketing plan. The goal of this course is to enable you to prepare an effective international marketing plan.

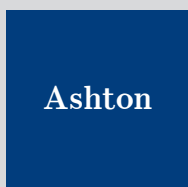
### INTERNATIONAL TRADE FINANCE

This course looks at the role finance and financing play in international trade and the skill sets required by people managing the financial aspects of international trade. In addition we describe the key practical skills international executives need in order to manage the financial and financing aspects of international trade. Strategic sessions (group work) are used to examine key concepts in the course. Students investigate, discuss and report their findings to the class. Students are required to develop a financial proposal which will form part of their business plan. New students will be required to develop their first plan using project management processes. Each student will deliver an oral presentation of the plan.

### GLOBAL SUPPLY CHANGE MANAGEMENT

To compete successfully in the global marketplace companies are increasingly applying new logistics management techniques to their international distribution functions. The focus of this course, therefore, is to provide insight into global supply chain activities including production and inventory management processes and regulatory and security requirements. Participants will discover the significant role of logistics in providing traders with a competitive advantage. Strategic sessions (group work) are used to examine key concepts in the course. Students investigate, discuss and report their findings to the class. Students are required to develop a logistics plan for goods to be exported from Canada. New students will develop their first plan using project management processes. Each student will present an oral presentation of their logistics plan plus a written report.

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## INTERNATIONAL MARKET ENTRY STRATEGIES

This course describes how to evaluate market entry strategies and suggests ways of selecting the ones most appropriate to the proposed venture(s). While examining entry strategies, students develop a better understanding of the roles that investment and partnering play in facilitating international trade. Strategic sessions (group work) are used to examine key concepts in the course. Students investigate, discuss and report their findings to the class. Students are required to develop the market entry strategy of their business plan. Each student delivers an oral presentation of this plan plus a written report.

## INTERNATIONAL TRADE RESEARCH

This course describes the essential characteristics of international market research. It explains the importance of international market research for the success of an exporting venture and identifies the techniques used to implement it. Although the course focuses primarily on exporting, market research is an essential element of both importing and foreign direct investment. Students develop an international market research plan. New students develop their plan using project management processes. Each student does an oral presentation on their research plan plus provides a written copy.

## LEGAL ASPECTS OF INTERNATIONAL TRADE

This course reviews the basic legal principles applicable to any businessperson or corporation doing business in Canada. Also included is a review of the Canadian legal system, legal structures through which business is conducted in Canada and Canadian laws of contract, intellectual property, product liability and sale of goods. We discuss international business such as the resolution of international disputes, the choice of the proper law of contract, legal aspects of carriage of goods, payment and finance, as well as export controls.

## INTERNATIONAL TRADE MANAGEMENT

This course is designed to identify ways in which participants can co-manage their international trade activities more effectively, with an eye to being competitive. It is a final graduation requirement. It reviews what successful international corporations know about forging alliances, business planning, risk management and using information technologies strategically. It also describes how to operate an export office and manage resources internationally. The end result is to produce an international business plan.

## MARKETING 1

This course focuses upon essential issues that shape contemporary marketing practices. Among these issues are customer relationship management practices, strategic marketing planning, product development strategies, and product pricing strategies. Students investigate, discuss and report their findings to the class. They develop a written report of the marketing implications inherent in the operation of a business. Each student presents an oral presentation of this plan. A guest speaker may be featured during the course. Topics covered include the evolution of marketing, marketing mix, consumer and B2B buying behaviour, marketing planning, product strategy and management, and price strategy and management. Upon completion of this course, students will be able to describe the major trends and issues confronting marketing practices, define the impact of external influences on marketing mix strategies, explain the role of consumer behaviour with respect to the development of marketing strategies, identify the steps in organizational buying and procurement, describe market segmentation strategies, distinguish between strategic planning and tactical planning, characterize the various stages of brand loyalty, describe the nature of product-related decisions, and calculate base prices, using a variety of pricing methodologies.

## SALES MANAGEMENT

This course provides comprehensive coverage of consultative selling, strategic selling, relationship selling, partnering, value-added selling, and sales force automation. These are the major developments that have transformed selling from "peddling" to a new level of professionalism

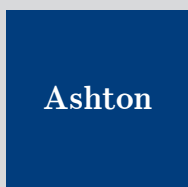
that has dramatically changed the way products and services are sold around the world. This course teaches students to build upon past improvements in selling and adjust to the changes that have accompanied the age of information. Students investigate, discuss and report their findings to the class. They develop a written report of the personal selling implications inherent in the ongoing operation of a business. Each student delivers an oral presentation of this plan. A guest speaker may be featured during the course. Topics covered include relationship strategies, communication styles, product solutions, product selling strategies, customer approaches, consultative sales presentations, sales demonstrations, negotiating buyer concerns, and closings.

## MARKETING 2

This course continues to focus upon essential issues that are shaping contemporary marketing practices. Among these issues are marketing research, distribution channels, wholesaling and retailing, advertising and public relations, direct response advertising, promotion methods, internet marketing, global marketing, and the financial implications of marketing practices. Students investigate, discuss and report their findings to the class. They develop a written report of the marketing implications inherent in the operation of a business. Each student delivers an oral presentation of this plan. A guest speaker may be featured during the course. Topics covered include the following: distribution channel selection, marketing research methods, wholesale and retail outlet distribution, advertising, public relations and promotion techniques, global marketing issues, and financial statement analysis.

## FOR MORE INFORMATION

Contact an Admissions Adviser.



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