



Certified International Trade Marketing Specialist®

Certification Level: Intermediate

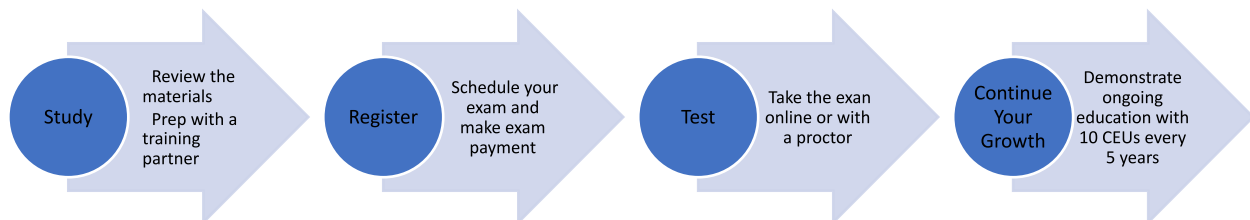
Certification Examination: Four-Hour Proctored Examination

Exam Cost: \$285.00

Career Opportunities	This is the ideal certification for those seeking careers in international trade. Examples of these positions include: <ul style="list-style-type: none">• International Trade & Marketing Assistant• Marketing Specialist• Product Market Strategist• International Sales Rep• Trade Marketing Manager• International Marketing Specialist• Associate Trade Analyst• Global Brand Activation Manager• Associate Brand Manager
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This certification demonstrates mastery and utilization of importing and exporting terminology and that the holder can apply best practices in the marketing aspects of the movement of goods and services to international customers.

Take the exam and demonstrate your international trade knowledge:



For more information, please visit

www.industrycertification.org



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Knowledge Requirements

The following topics are defined as within this body of knowledge. They reflect the knowledge assessed within this certification. A person holding this certification will have satisfactorily passed an examination to demonstrate a high degree of knowledge of these knowledge requirements.

Industry Standard: Demonstrate relevant knowledge of international trade marketing processes, including the use of terminology and concepts.

Topic	Knowledge Requirement
<i>Marketing Knowledge</i>	Define and describe the purpose and mechanics of marketing as a part of an organization's strategic plan. Define the terms, concepts, and practices associated with global marketing. Differentiate between domestic and international marketing. Define and describe the concepts of price, place, product, and promotion. Establish marketing objectives, measure results, and control activities. Identify effective marketing strategies.
<i>International Trade Terminology</i>	Define and utilize the terminology used in the import/export of goods and services, including Incoterms®
<i>International Trade Documentation</i>	Describe and use the documents associated with import/export. Assess documentation needs of international trade.
<i>International Markets and Product Potential</i>	Determine if a firm should expand their international activities. Analyze the import/export potential of a product or service.
<i>Market Research</i>	Define and utilize primary market research. Develop a market survey instrument for import/export use. Use secondary market research to make import/export decisions.
<i>Culture</i>	Define and describe aspects of culture that impact international business. Identify cultural differences and develop strategies to create strong business relationships. Identify cultural aspects most likely to impact trade. Identify cultural forces that impact marketing strategies.
<i>International Finance</i>	Define and select financial tools, including letters of credit and other forms of payment and credit terms.
<i>International Logistics</i>	Define and describe the tools of international logistics and distribution to facilitate international trade.
<i>International Business Resources</i>	Identify and utilize sources available to assist individuals and organizations in their efforts to import/export goods and services.
<i>Ethical Practices</i>	Define and apply strategies for ethical operations and critical thinking and data-driven decision making.