SUBJECT: EXPORT MARKETING TRAINING IN THE UNITED STATES

Dear Sirs,

The United States Government has announced that it will again make available grants to enable persons from abroad to participate in the summer 1966 course in export promotion at the International Marketing Institute. The course is designed for businessmen, government officials, professors, and personnel of market research organizations and advertising agencies who are interested in improving distribution and marketing practices and procedures in their own countries, and also in countries with which they may trade. The programme is particularly beneficial to those government officials responsible for devising methods of increasing their national exports.

The objectives of the project are to acquaint participants with modern methods and approaches to marketing problems, and to provide them with opportunities to exchange views and experiences with men of similar professional interests from other countries.

The programme lasts 13 weeks, from mid-June to mid-September 1966, and is conducted in three parts as follows:

- One week of orientation in Washington, D.C., including attendance at lectures in the Washington International Centre.

Let/146
Six weeks of study and research at the IMI, at the Harvard University Graduate School of Business Administration. The courses are mainly concerned with the "how" in marketing management and marketing research, with major emphasis on the methods, skills and techniques of attacking marketing problems and conducting marketing research. The emphasis is on practical application rather than on theoretical consideration. All teaching materials are taken from actual business situations.

Six weeks of travel, observation, and consultation. During this period the participants visit diverse types and sizes of American business. Arrangements are also made whenever possible for each grantee to visit firms of particular interest to him.

All nominees must be proficient in English.

Anyone interested in training of this type should apply through the AID Mission or the Cultural Affairs Officer at the United States Embassy in his home country.

A brochure with additional information on the course is attached.

Yours faithfully,

H.L. Jacobson
Director,
International Trade Centre