

LECTURING KIT

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How to build an export? academic lecturing course on export marketing

Economics and business programs' students

The primary objective of the course is to provide students with the essential knowledge of foreign markets, international trade, exports, and the key influencing factors

The main focus of the course is a detailed analysis of international trade, using various export market evaluation models. The course also examines export competitiveness

ECTS credits 3, total number of auditorium hours 32, number of lecture hours 16, number of hours of seminars and practical work 16

- 1.Global Trade and Driving Forces – L2, S2
 - 2.Models of International Trade – L2, S2
 - 3.Export Market Evaluation and Selection Frameworks – L6, S6
 - 4.Assessment of Export Competitiveness – L4, S4
 - 5.Export Approaches and Strategies – L2, S4
- L - lecture, S - seminar