

***Certified Global Business Professional (CGBP)  
Training Resource Evaluation***

*Analysis Conducted by NASBITE International*



## ***Introduction***

This document contains a summary of a formal analysis that has been undertaken by NABITE International to determine the quality of this resource as it relates to the Certified Global Business Professional (CGBP) Practice Delineation. The CGBP Practice Delineation is a document that articulates the trade skills certified through the attainment of the NASBITE Certified Global Business Professional credential. It is comprised of four domains of skills – as follows:

*Domain 1: Global Business Management*

*Domain 2: Global Marketing*

*Domain 3: Supply Chain Management*

*Domain 4: Trade Finance*

The skills certified within each of these domains consist of tasks and supporting knowledge statements. This analysis is a formal evaluation of a CGBP Training Resource (named below) which is intended be useful for those who have an interest in acquiring this knowledge to help them pass the NASBITE CGBP Exam.

### **CGBP Training Resource Evaluated**

MindEdge Global Marketing

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## ***Rubric-based Assessment***

In the assessment that follows, this training resource compared against every task and knowledge statement within the CGBP Practice Delineation using an evaluation rubric that distinguishes between the following categories of adequacy:

<b>No Applicable Content</b>	There is no content in the resource that would be helpful for someone wanting to attain this knowledge
<b>Inadequate Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge, but that content is superficial or inadequate. So the information provided would not adequately prepare someone for the depth of questioning on this topic that can be expected on the CGBP exam.
<b>Good Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge. The content is good and covers some of the important aspects of the knowledge statement. However, this resource could be improved in this area and it may be not be in-depth enough to prepare someone for all possible types of questions on this topic that might arise on the CGBP exam.
<b>Excellent Resource</b>	There is content in the resource that would be helpful for someone wanting to attain this knowledge. The content is excellent and covers all relevant aspects of the topic. It should be adequate to prepare someone for all possible types of related questions that might arise on the CGBP exam.

## ***Qualitative Assessment***

Additionally, a qualitative statement supporting the adequacy of the resource is also available at the end of this document. The qualitative comments give the reviewer of this training resource an opportunity to offer additional comments that may not be obvious to someone who relies on the rubric assessment alone. For example, if a resource contains particularly good visual elements, case studies, or highly interactive activities, these positive elements may not be evident from the rubric assessment alone. On the other hand, a resource may cover all relevant aspects of the topic, but at the same time, it might also contain extraneous material making it more difficult to use efficiently. Again, this might not be evident in the rubric assessment alone, so the qualitative assessment section offered at the end of the review gives the reviewer an opportunity to elaborate as needed.

## Rubric Assessment - Domain 2: Global Marketing

Manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs; evaluate opportunities and threats on a global scale; and meet corporate needs within environmental constraints and corporate goals.

**Task 02/01: Evaluate the internal and external environment (e.g., economic and physical geography, history, political environment, competitive analysis, regulatory, cultural, and technological issues) to identify potential marketing threats and opportunities.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/01/01: internal resources (e.g., export readiness assessment, goals and preferences of senior management, experiences and capabilities of employees, technical and production capabilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/02: external environment (e.g., economic and physical geography, competitive analysis, regulatory, cultural, technological issues, currency fluctuations, and protected industries and sectors)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/01/03: public and private sources of data and assistance including electronic and print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/04: major trade agreements, trade law, and customs unions (e.g., North American Free Trade Agreement [NAFTA], European Union, export control regulations, anti-boycott regulations, Foreign Corrupt Practices Act [FCPA])	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/01/05: product certifications and standards (e.g., CE Mark, ISO 9000)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/06: cultural issues related to marketability of product, translation issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/07: assessing technological infrastructures in target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/08: SWOT analysis related to global marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/01/09: how to research competitor activities internationally (e.g., PIERS, UN Comtrade, Kompass Directory, USA Trade Online)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/02: Develop and implement the global marketing plan: Conduct market research in order to determine the best potential market.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/02/01: laws and regulations that impact the marketing plan (e.g., entity law, promotional restrictions, distributor requirements, corruption)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/02/02 public and private marketing resources (e.g., International Trade Administration, U.S. Commercial Service and the Country Commercial Guides, freight forwarders)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/03: After analysis of the market research, select products and markets to be targeted.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/03/01: impact on market selection of product, price, place, and promotion (e.g., the four P's)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/03/02: how to find laws and regulations that impact the market selection (e.g., entity law, promotional restrictions, distributor requirements)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/03/03: market segmentation and demand analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/04: Develop and select market strategy to maximize sales and profitability.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/04/01: foreign market entry methods (e.g., licensing, agency/distributor, sales subsidiaries, international joint venture)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/05: Develop and implement a marketing budget related to the global activities of the company.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/05/01: budgeting processes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/05/02: reporting requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/05/03: basic accounting procedures (e.g., retained earnings, accounts payable, accounts receivable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/05/04: cost of marketing and promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/06: Coordinate the marketing mix of goods and services to implement the company's marketing plan: Provide products and services for the targeted markets.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/06/01: customer expectations and cultural requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/06/02: product life cycle implications (or strategies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/03: (new) product development modification process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/04: technical compatibility and product standards (e.g., CE marking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/05: where to find packaging, labeling, and marking requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/06: after-sales service and support requirements (e.g., manuals, warranties, technical support, recycling)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/07: product liability implications	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/06/08: legal/regulatory requirements for pricing (e.g., pricing constraints and controls, fair trade laws, anti-dumping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/09: trade assistance resources in support of providing products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/06/10: environmental concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/07: Implement, monitor, and adjust the company's global pricing strategies.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/07/01: costing methods and allocation, including marginal and absorption costing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/07/02: tariff and non-tariff barriers and incentives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/07/03: quoting methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/07/04: resources for global pricing strategies (e.g., current revision of International Chamber of Commerce publications [e.g., Incoterms, Unified Cargo Processing [UCP], Uniform Rules for Collections [URC]], U.S. government agencies, and websites)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/07/05: how local market conditions could impact pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/08: Initiate and manage global promotion strategies in order to support the global marketing plan.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/08/01: sales promotion mechanisms (e.g., trade shows and trade missions, horizontal vs. vertical trade show)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/08/02: technological tools for promotion (e.g., internet activities such as e-mail, web sites, e-commerce; video-conferencing, virtual trade fairs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/08/03: trade assistance resources in support of global promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/09: Analyze and formulate global distribution strategy for products and/or services.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/0901: types and roles of distribution channels (e.g., resellers, agency/distributor, joint ventures)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
02/09/02: impact of local market distribution characteristics and implementation issues, gray marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
02/09/03: contractual issues related to market entry (e.g., common elements found in most distributor agreements)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Task 02/10: Establish and manage the global sales activities.**

Knowledge Statement	No Applicable Content	Inadequate Resource	Good Resource	Excellent Resource
02/10/01: sales techniques (e.g., pull vs. push), sales knowledge, and business travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## ***Overall Qualitative Assessment***

This qualitative statement (below) speaks to the overall adequacy of this training resource. These additional comments summarize important aspects of the training resource that may not be obvious to someone who relies on the rubric assessment alone.

Knowledge and implementation of international marketing, provide exporting companies with invaluable tools, which gives them the ability to navigate the foreign markets and achieve level of success that is built on vision & planning rather than luck and wishes. After reviewing and evaluating the materials in this section; the MindEdge Global Marketing, I found that it provides candidates for the Certified Global Business Professional (CGBP) with tremendous resources and materials that will equip them to comprehend and build a level of knowledge base, enough to have them pass and succeed in securing the nationally acclaimed CGBP certification.

Candidate will learn that the essentials of the marketing plan will start with top management commitment for planning and funding, and the involvement of knowledgeable staff and technical department. That crucial starting point will lead to many important steps to follow:

- i. Be familiar and understanding of foreign culture, including locations, knowledge of competitors, religion sensitivity, and customer satisfaction priority
- ii. Trade laws and regulations of foreign countries as well as the laws and regulation of the USA. In addition, a full knowledge of certification requirements for specific products that the company wanted to promote
- iii. Resources and research techniques to get information about competitors, pricing, tariffs, and markets

In the marketing plan, companies have to take in consideration not only which foreign market to enter, but how to enter the specific market and the methods used. This require companies to conduct their due diligence in selecting the right market entry, have an adequate budget, be sensitive to the laws and culture of the new market, design a comparable pricing policy, commit to ethical and best practices in the specific market and show flexibility in adjustments to plan when required



**CGBP Training Resource Evaluation Conducted by:**

Assessment Component	Reviewer's Name	No Conflict of Interest** (Signature)	Date
Domain 1: Global Business Management			
Domain 2: Global Marketing	Mousa Kassis	(Signature on file)	8/23/2018
Domain 3: Supply Chain Management			
Domain 4: Trade Finance			
Overall Qualitative Assessment			

**\*\*Conflict of Interest Disclosure** – Signatures inserted above under “No Conflict of Interest” certify the reviewer has no affiliations with, or involvement in, any organization or entity with a direct financial interest (such as honoraria; grants, employment, consultancies, stock ownership, or other equity interest); or non-financial interest (such as personal or professional relationships, affiliations) in this training resource. It also certifies that the reviewer has no similar financial or non-financial stake in any organization or entity that offers CGBP training materials or resources that would be in competition with this training resource.