

UK TRADE & INVESTMENT US MARKETING SCHOLARSHIP PROGRAMME

The UKTI US Marketing Scholarship Programme offers a unique opportunity for executives of small to medium sized businesses to gain an in-depth understanding of one of the most challenging and competitive markets in the world. The programme helps executives to develop an effective strategy for succeeding in the US market, revealing the most effective ways of gaining a foothold in the US, looking at the latest theories and case studies, and how to develop long-term business relationships in the US.

UKTI jointly funds up to 20 places a year on the two-week North American Marketing Programme at the prestigious J L Kellogg School of Management, Chicago. The Scheme was introduced in 1993 and to date UKTI has facilitated almost 300 attachments to its programme on the US Business to Business and US Business to Consumer courses. Over the last three years 60 UK companies (ranging from civil engineering software, blood transfusion products, digital software, bespoke surgery solutions through to manufacturers of environmentally friendly coffins) have attended the Kellogg School.

UK Trade & Investment is one of three sponsors of the programme: the other sponsors are both private sector (The Ellis Goodman Foundation (Chicago) and British Airways plc).

The programme aims to ensure that UK SME's understand the importance of effective marketing in the USA and includes a week-long marketing course at the J L Kellogg School followed by a one-week attachment to a US company, where participants can see how US companies market their goods first hand.

"The course was intrinsically valuable in providing a practical toolset for any strategic marketer"

***Andrew Binstead, IFS Defence, London
January 2009***

"We have seen an increase in revenue in the overseas department. The course enabled me to see things from a different perspective and how better to market ourselves. It made me realise how different everything is compared to the UK market.

The people I met and the lectures I had gave me experience I never thought I would experience. It opened my eyes up to how other people work and what they do to make their businesses successful. The lectures were an insight also with invaluable information being provided to us with first class lecturers."

***Victoria Kinch, ILX Group plc
January 2009***

The next courses at the J L Kellogg School of Management take place this Autumn. Brochures and application forms are available at <http://www.uktradeinvest.gov.uk>. For further information, please contact john.welch@ukti.gsi.gov.uk or scholarship@uktradeinvest.gov.uk.