



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE021 Introduktion till internationell försäljning och marknadsföring,
30 högskolepoäng

Introduction to international sales and marketing, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by the Board of the Committee for First and Second Cycle under the Faculty Board of Business, Economics and Design 2011-12-17

Revised 2011-06-13

The course syllabus is valid from autumn semester 2011

Prerequisites

English B, Mathematics B (area eligibility 4 with the exception of Mathematics C and Civics A)

Expected learning outcomes

Module 1 Marketing 7,5 credit units

After completion of the module, the student will be able to

- describe central terms and models related to modern marketing
- formulate goals and sub-goals related to marketing work
- design and carry out basic market analysis
- develop a marketing plan
- develop offerings with the help of variables like price, product, place and promotion

Module 2 Sales 7,5 credit units

After completion of the module, the student will be able to

- describe main sales tools from prospecting to finalizing and evaluating business deals
- describe various stages in customers purchasing processes
- identify and describe prospects
- handle question techniques meeting with customers and potential customers

- handling tools extrapolating customer values from a solution compared to a customer's current situation
- evaluate and prognosticate sales activities

Module 3 Purchasing and purchasing behavior 7,5 credit units

After completion of the module the student will be able to

- describe roles, processes and define basic terms in modern purchasing.
- describe main content of strategic, tactical and operational purchasing
- describe how purchasing impact profitability and competitiveness of an organization
- perform basic supplier evaluations
- describe major concepts and terms in consumer behavior
- analyze and explain motivating factors in relation to decisionmaking and purchasing behavior.

Module 4 Management control and cost accounting 7,5 credit units

After completion of the module the student will be able to

- describe the purpose of management control
- explain the role of cost accounting within systems of management control
- describe and explain the theory of cost accounting and budgeting
- Apply cost accounting models/techniques in different situations and in relation to different (predefined) purposes
- design calculation models in spreadsheet applications
- develop budgets for given scenarios
- describe and explain contemporary ideas within management control

Content

Module 1 Marketing 7.5 credits

Introduction to marketing

Basic terminology and models within marketing

The marketing mix: product, place, price and promotion

Customer value

The marketing plan

Fundamentals of market-analysis

Module 2 Sales 7.5 credits

Introduction to sales b2b (business to business), stages in the sales process and fundamental sales tools.

Customer decision making processes

Decision influencers within an organization

Utilizing questions in sales communication

Prospecting

Quantifying customer values

Planning and follow-up sales activities

Sales-prognostication

Module 3 Purchasing and buying behavior 7.5 credits

Basic purchasing terminology.

The purchasing function within an organization - responsibilities, roles and alternative organizational models

Strategic, tactic and operational purchasing

Supplier-evaluation

Total-cost and total-cost analysis

Consumer behavior, an introduction

Driving forces, motivation and influencing factors in relation to purchasing and consumption

Module 4 Management control and cost accounting 7.5 credits

The purpose (-s) of financial control
Product calculations as a decision criteria
Calculation models in different situations - from various predefined aims
Investment calculations
Budgeting
Calculation laboratories and exercises
Financial control - current and future aspects

Type of Instruction

Lectures, literature studies, project work involving partnering companies and cases.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Grading of students performance carried out through individual written exams, written and oral presentations of project work and written reports from study visits. The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required reading

Armstrong, G., Kotler, P. - Principles of Marketing, European ed., Prentice-Hall, Latest ed. 1056 pages

Gowthorpe, C., Management Accounting, South-Western Cengage Learning, Latest ed. 334 pages.

Jonsson, P. - Logistics and Supply Chain Management, McGraw-Hill, Latest ed. 544 pages

Rackham, N. - Major Account Sales Strategy, McGraw Hill, New York, Latest ed. 212 pages

Rackham, N. - SpinSelling, MacGraw-Hill, New York, Latest ed. 192 pages

Solomon, M., R. - Consumer Behavior, Prentice Hall, Latest ed. 688 pages

Linnaeus University: Articles 500 pages