



## Course syllabus

School of Business and Economics

Department of Marketing

1FE680 Försäljning - verksamhet och teknik utifrån ett internationellt perspektiv, 7,5 högskolepoäng

Sales Operations and Techniques with an International Perspective, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2015-05-13

Revised 2017-04-19 by School of Business and Economics. Prerequisites revised.

The course syllabus is valid from spring semester 2018

### **Prerequisites**

Business Administration I, 30 credits or at least 15 credits completed courses from

Business administration I. English 6/English B, or the equivalent.

## Objectives

After completing this course the student should be able to:

- account for relevant concepts within international business and sales
- account for and reflect upon international business activities and international sales strategies and operations
- analyze practical business cases within sales
- plan and implement trade shows and exhibitions
- examine and train operational and practical sales situations

## Content

The course contains:

- international business activities and international sales
- international sales strategies
- managing organizational and managerial issues focusing on international sales operations
- building and operating international businesses with strong sales focus
- international sales with an emphasis on internet applications
- similarities and dissimilarities between sales activities in B2C and B2B and between goods and services
- sales call reluctance
- real business situations and cases

## Type of Instruction

Teaching consists of lectures, seminars, workshops and tutoring. Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written report, oral presentations, literature seminars and a home exam.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE679

## Required Reading and Additional Study Material

### **Obligatory literature**

Bradley, F. *International Marketing Strategy*. Pearson Education Limited. Latest edition. About 440 pages.

Daniels, V.S. *International Sales*. Disc. Latest edition. About 105 pages.

Dudley, W.G. & Goodson, S.L. *The Psychology of Sales Call Reluctance: Earning What You're Worth in Sales*. Behavioral Sciences Research Press. Latest edition. About 430 pages.

Sugars, B.J. *Instant Sales*. McGraw Hill Professional. Latest edition. About 180 pages.

Additional study material and literature is chosen in consultation with the tutor.

**Reference literature**

Anderson, C. *Long Tail: Why the future of business is selling less of more*. Hyperion Books. Latest edition. About 270 pages.

Godin, S. *All Marketers are Liars: The Power of Telling Authentic Stories in a low-trusted World*. Portfolio. Latest edition. About 220 pages.

Kim, W.C. & Mauborgne, R. *Blue Ocean Strategy*. Harvard Business School Press. Latest edition. About 290 pages.

Scott, D.M. *The new Rules of Marketing and PR: How to use news releases, blogs, podcasting, viral marketing & online media to reach your buyers directly*. John Wiley & Sons. Latest edition. About 290 pages.