



## Course syllabus

School of Business and Economics

Department of Marketing

1FE945 Internationell försäljning: profession, processer och utförande, 7,5 högskolepoäng

International Sales: Profession, Processes and Performance, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2019-10-30

Revised 2019-10-30 by School of Business and Economics.

The course syllabus is valid from autumn semester 2020

### **Prerequisites**

Business Administration 30 credits on G1N, of which at least 15 credits completed courses in organization and marketing or equivalent, as well as English 6/English B.

## Objectives

After completing this course the student should be able to:

- describe and critically discuss the daily work performed by salesmen in an international context
- explain the meaning of value-based sales, with a particular focus on interaction, relationships and networks in an international context
- apply knowledge in communication and rhetoric to plan, execute and evaluate sales work in an international context

## Content

The course contains:

- international sales with focus on interaction, relationships and networks
- sales as a profession and career
- value-based sales from planning and preparation, to execution and evaluation
- communication and rhetoric in sales

## Type of Instruction

Teaching is carried out remotely with the support of a web study site where instructions and course material are collected. The teaching consists of self-studies, participation in compulsory web-based group discussions and individual written works. The course requires access to a computer and the internet. No compulsory meetings or tests on campus are included.

### **Examination**

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

Examination is carried out through a project work, four minor case studies and a digital test.

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 at the latest.

### **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.

### **Required Reading and Additional Study Material**

#### **Required Reading**

Futrell, Charles F. *Fundamentals of selling: Customers for life through service*. McGraw-Hill Irwin. Latest edition. About 600 pages.

#### **Additional study material**

Scientific articles. About 200 pages.