



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

1FE945 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 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

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.