

Course: International Sales Management 1 Written Exam

credits: 3

Course code	IBVB17ISM1A	Modes of delivery	Tutorial
Name	International Sales Management 1 Written Exam	Assessments	Written Exam - Written, organised by STAD examinations
Study year	2021-2022		
ECTS credits	3		
Language	English		
Coordinator	C. Boots		

Learning outcomes

Upon completion of this course, students should be able to:

- classify the role of selling marketing / sales strategies in today's world;
- outline the sales environment;
- apply current sales techniques & sales management practises;
- evaluate & adapt the sales process;
- adapt (when needed) the sales process & sales management structure;
- evaluate hard information, soft information and data for taking sales process & sales management decisions;
- critically debate about sales (management) in the news.

Program Learning Outcomes from the IB Framework:

WT 1-3, WT2-3, TWM 15-3, TWM 16-3, TWM 23-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

Content:

The course is a general introduction to selling and sales management underlining the importance of being part of company's marketing. The course will teach the essentials of sales, management and how these subjects are interconnected in organization's marketing mix

Included in programme(s)

Minor International Marketing

School(s)

International Business School