

International Sales & Marketing

180 credits



FOTO: M WÄRENFELDT

When you want to make a career in business

Your first step towards a career in international business

Would you like to work on a worldwide market? If you have good communication and language skills and are goal oriented, a career in business is definitely something for you. The International Sales & Marketing BSc program can take you there.

ISM is focused on advanced sales and marketing; how to convince your client that you can deliver value. As industry needs independent, proactive sales persons, you will be trained to take initiative and your creativity will be stimulated.

Professional selling is the key

Your primary subject at the program will be professional selling, but you will also study marketing, business administration, psychology, production systems, information technology, law and project management. One semester you will be studying abroad.



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Close to partner companies

From your first week at ISM you will have assignments involving cooperation with sales and marketing staff at our partner companies, to apply your theoretical knowledge into practice. The fifth semester you will spend at one of our partner companies, working with an individual company based project.

Personal coaching

Unlike a large university, CIL provides students with support and development on a personal level. CIL provides a platform to begin developing your personal brand while you are studying, allowing you to face the job market fully prepared. We make it possible for you to satisfy the requirements set by companies – the aim is to gain employment straight after graduation.

“I think it’s very positive to be able to add some of my work experience from the industry to the ISM program.”

Esbjörn Fritzell, Sweden
Product Manager, Volvo
Construction Equipment



“Each day is different in this job. I like the problem solving, to create complete projects and see them when they are finished.”

Arnaud Guérin, France
Sales representative,
Electrolux



Students at work



“Assignments in cooperation with sales staff at partner companies, have given me the possibility to try out the acquired theoretical knowledge in practice. This has equipped me with tools that are highly usable in my daily work life as a sales person for a logistics company.”

Katarina Stekovic
Logent AB

More information at
cil.se

Students at the program



“By working together with partner companies we learn to put theory into practice. Studying in English is fun, challenging and instructive – the perfect preparation for the working life which awaits after graduation.”

Denise Madsen
Student



“The International Sales & Marketing program is a clear example of cooperation and friendship between different nationalities. A lot of nationalities combined together in order to reach one goal - obtain the necessary knowledge to become a successful marketer or sales representative in the future.”

Abdikar Aden
Student



INTERNATIONAL SALES & MARKETING

180 Credits

1st Year at CIL, Ljungby/Sweden		2nd Year at CIL and abroad		3rd Year at partner company and CIL	
1	2	3	4	5	6
Introduction to international sales and marketing, 30 credits <ul style="list-style-type: none"> • Marketing • Sales • Purchasing and purchasing behavior • Management control and cost accounting 	Professional sales individual, 30 credits <ul style="list-style-type: none"> • Individual selling and part of a team • Crosscultural Communication • Industrial Marketing • Project work Sales 	Advanced Technical Sales, 30 credits <ul style="list-style-type: none"> • Technical sales • Production and production systems • Enterprise systems 	Foreign exchange studies, 30 credits <ul style="list-style-type: none"> • Language/business culture • Optional courses within business administration 	At a partner company <ul style="list-style-type: none"> • Company based project in International Sales and marketing, 15 credits • Finance 7,5 credits • International business law 7,5 credits 	Graduation work, 30 credits <ul style="list-style-type: none"> • Theoretical module: Eligible • Methodology module • Thesis

A career in business

After three years of study you will have the tools and knowledge to work in a sales or marketing department of an international company. Your future job might be as area sales manager or key account manager for an international company working with export sales and client specific solutions. This requires great skills in many professional disciplines. Skills you will learn and practice at the program.

FACTS

The program is open to both Swedish and International students.

- Swedish students apply to the program at antagning.se.
- The application service opens approximately a month before last application date.



You are most welcome to contact us if you have any questions!

- International students can obtain more information on universityadmissions.se.

Last date for application: 15th of April for EU citizens, January 15 for citizens outside EU.

Prerequisites: General Entry requirements, English B, Mathematics B and Civics A or equal.

City: The program is run by Linneaus

University at CIL in Ljungby/Sweden.
Degree Certificate: Bachelor of Science with specialization in International Sales and Marketing (Main field of Study: Business Administration).
Contact: Peter Caesar, peter.caesar@lnu.se or info@cil.se.

CIL: EDUCATION AND RESEARCH BASED ON THE NEEDS OF THE BUSINESS WORLD

The program is operated by Linnaeus University at CIL in Ljungby. Here, university and professional life meet through education, research and seminars in a unique and inspiring collaboration.

CIL is based on a close cooperation between Linnaeus University, Jönköping International Business School, Halmstad University, Berner Fachhochschule in Switzerland, Swedish and international trade and industry and the municipality of Ljungby.

Read more at cil.se



Lnu.se



Centre for
Information Logistics

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