



Course syllabus

School of Business and Economics
Department of Marketing

1FE170 Introduktion till internationell försäljning och marknadsföring,
30 högskolepoäng

Introduction to International Sales and Marketing, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements and Civics A, English B, Mathematics B or Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c. English B, Mathematics B

Objectives

Module 1: Marketing 7.5 credits

After completion of the module, the student will be able to:

- describe central terms and models related to modern marketing
- formulate goals and sub-goals related to marketing work
- design and carry out basic market analysis
- develop a marketing plan
- develop offerings with the help of variables like price, product, place and promotion

Module 2: Sales 7.5 credits

After completion of the module, the student will be able to:

- describe main sales tools from prospecting to finalizing and evaluating business deals
- describe various stages in customers purchasing processes
- identify and describe potential customers
- handle question techniques meeting with customers and potential customers

- handling tools extrapolating customer values from a solution compared to a customer's current situation
- evaluate and prognosticate sales activities

Module 3: Purchasing and purchasing behavior 7.5 credits

After completion of the module the student will be able to

- describe roles, processes and define basic terms in modern purchasing.
- describe main content of strategic, tactical and operational purchasing
- describe how purchasing impact profitability and competitiveness of an organization
- perform basic supplier evaluations
- describe major concepts and terms in consumer behavior
- analyze and explain motivating factors in relation to decisionmaking and purchasing behavior

Module 4: Management control and cost accounting 7.5 credits

After completion of the module the student will be able to:

- describe the purpose of management control
- explain the role of cost accounting within systems of management control
- describe and explain the theory of cost accounting and budgeting
- Apply cost accounting models/techniques in different situations and in relation to different (predefined) purposes
- design calculation models in spreadsheet applications
- develop budgets for given scenarios
- describe and explain contemporary ideas within management control

Content

The course contains the following modules:

Module 1 Marketing 7.5 credits

The module contains:

- introduction to marketing
- basic terminology and models within marketing
- the marketing mix: product, place, price and promotion
- customer value
- the marketing plan
- fundamentals of market-analysis

Module 2 Sales 7.5 credits

The course contains:

- introduction to sales b2b (business to business), stages in the sales process and fundamental sales tools
- customer decision making processes
- decision influencers within an organization
- utilizing questions in sales communication
- prospecting
- quantifying customer values
- planning and follow-up sales activities
- sales-prognostication

Module 3 Purchasing and buying behavior 7.5 credits

The module contains:

- basic purchasing terminology.
- the purchasing function within an organization - responsibilities, roles and alternative organizational models
- strategic, tactic and operational purchasing
- supplier-evaluation
- total-cost and total-cost analysis
- consumer behavior, an introduction
- driving forces, motivation and influencing factors in relation to purchasing and consumption

Module 4 Management control and cost accounting 7.5 credits

The module contains:

- the purposes of financial control
- product calculations as a decision criteria
- calculation models in different situations - from various predefined aims
- investment calculations
- budgeting
- calculation laborations and exercises
- financial control - current and future aspects

Type of Instruction

Lectures, literature studies, project work involving partnering companies and cases. Obligatory parts are stated in the schedule.

Examination

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

Grading of students performance carried out through individual written exams, written and oral presentations of project work and written reports from study visits.

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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be

included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Armstrong, G. & Kotler, P. *Principles of Marketing*. European ed. Prentice-Hall, Latest edition. 1056 pages.

Gowthorpe, C. *Management Accounting* South-Western Cengage Learning. Latest edition. 334 pages.

Jonsson, P. *Logistics and Supply Chain Management*. McGraw-Hill. Latest edition. 544 pages.

Rackham, N. *Major Account Sales Strategy*. McGraw Hill. New York. Latest edition. 212 pages.

Rackham, N. *SpinSelling*. MacGraw-Hill, New York. Latest edition. 192 pages.

Solomon, M., R. *Consumer Behavior*. Prentice Hall. Latest edition. 688 pages.

Scientific articles, 500 pages.