

International Sales & Marketing

180 Higher Education Credits



When you want to make a career in business

Your first step towards a career in international sales

Would you like to have a job in sales with the opportunity to work worldwide? If you have good communication and language skills and are goal oriented, a career in international sales is definitely something for you. The International Sales & Marketing (ISM) BSc program can take you there.

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 involving deals for millions of euros or dollars. This requires great skills in many professional disciplines. Skills you will learn and practice at the program.

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.



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. You will have the opportunity to try out your newly acquired knowledge in practice. It will give you personal contacts with people working in the industry.

CIL careers – personal coaching

Unlike a large university, CIL provides students with support and development on a personal level. CIL career provides a platform to begin developing your personal brand while you are already 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 project-sand 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
www.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



“L’atmosphère ici est agréable. Nous avons beaucoup de travaux de groupe et travaillons en étroite collaboration avec les entreprises partenaires et cela me plaît bien.”

Alain Patrick Ngae a Njama, Cameroun
Étudiant, troisième année



INTERNATIONAL SALES & MARKETING

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| 1st Year at CIL, Ljungby/Sweden | | 2nd Year at CIL and abroad | | 3rd Year at CIL, Ljungby/Sweden | |
|--|---|--|--|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
| <p>Introduction to international sales and marketing, 30 credit units</p> <ul style="list-style-type: none"> • Marketing • Sales • Purchasing and purchasing behavior • Management control and cost accounting | <p>Professional sales individual, organisation and market, 30 credit units</p> <ul style="list-style-type: none"> • Individual selling and part of a team • Crosscultural Communication • Industrial Marketing • Project work Sales | <p>The Offering, 30 credit units</p> <ul style="list-style-type: none"> • Competitive profile • Product, Service and Experience • Product life cycles • Differentiation • Pricing | <p>Studying abroad, 30 credit units</p> <ul style="list-style-type: none"> • Business Administration, finance and/or management accounting • Business and trade law • Language / business culture • Optional courses | <p>Advanced Technical sales, 30 credit units</p> <ul style="list-style-type: none"> • Technical sales • Production and production systems • Enterprise systems | <p>Graduation work, 30 credit units</p> <ul style="list-style-type: none"> • Theoretical module: professional sales or product development • Methodology module • Thesis |

After three years of study in the program you will have the tools and knowledge to work in a sales or marketing department of an international company.

The program is run by Linneaus University at CIL in Ljungby/Sweden.

Student at CIL

Studying at CIL in Ljungby is different from a big university. You will have direct access to teachers and others who work with the program. At the same time you will have all the resources of the Linneaus University at your disposal.

FACTS

The program is open to both Swedish and International students.

- Swedish students apply to the program via the website www.antagning.se.
- The application service for Swedish students opens approximately a month before last application date.
- International students can obtain



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

more information on www.universityadmissions.se or by contacting Anna.Lindahl@lnu.se, Coordinator of International Relations.

Last date for application: 15th of April 2012 for EU citizens, January 15 for citizens outside EU.

Application code: LNU-80110

Prerequisites: English B, Mathematics B

(area eligibility 4 with the exception of Mathematics C and Civics A).

City: Ljungby

Graduation: Bachelor of Science with specialization in International Sales and Marketing (Main field of Study: Business Administration).

Contact: Peter Caesar, peter.caesar@cil.se

CIL: EDUCATION AND RESEARCH BASED ON THE NEEDS OF INDUSTRY

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

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

Read more at www.cil.se



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