

Module 8: International sales management				
Workload	Credits	Study semester	When	Duration
a) 90 h b) 90 h	a) 3 b) 3	Semester 1 or 2	Every winter semester	1 semester
		Contact time a) 2 semester periods per week / 30 hours b) 2 semester periods per week / 30 hours	Self-study a) 60 h b) 60 h	Planned group size 25 students
1	Courses a) Sales management b) Selected target markets and industries			
2	Learning outcomes / Skills <i>Knowledge and understanding:</i> Students understand the key challenges faced by manufacturing companies in relation to international sales. They also learn about common sales strategies and tools which can be employed by companies in international sales in response to these challenges. In addition, they are taught about the target markets of selected industries and the location factors relevant to those industries. They come to understand how important location factors are – on a national, regional and local level – when companies in different industries are deciding where to locate. <i>Skills:</i> Students can recognise weak points in an international sales organisation and an international sales strategy, and are able to come up with appropriate suggestions for improvement. They can also perform selected conceptual activities in the sales sector, such as creating a key account plan or carrying out an analysis of key sales figures. They can analyse selected target markets as well as commodity markets, goods markets and services markets, and are able to act and react appropriately in different systems and environments.			
3	Contents <ul style="list-style-type: none"> • Developing an international distribution system • Managing international sales partners • Managing international customers • Developing and managing an international sales organisation • Location factors in selected industries, and competition between locations • Environment analysis • Industry analysis 			
4	Course Type The courses are seminar-based and include case studies.			
5	Participation requirements None			
6	Examination form Written exam (120min.)			

7	Requirements for the Awarding of Credits Minimum grade of „sufficient“ in the examination
8	Weighting of grade as a proportion of final grade $6/30 \times 0.3$
9	Module supervisors and full-time teachers a) Prof. Ralf Schlottmann b) Prof. Hubertus Austermann
10	Compulsory literature <ul style="list-style-type: none"> • Homburg, Ch.; Schäfer, H.; Schneider, J.: Sales Excellence, 7th edition, Wiesbaden 2012 • Homburg, C., Wieseke, J. (eds.): Handbuch Vertriebsmanagement, 1st edition, Wiesbaden 2011 Recommended literature <ul style="list-style-type: none"> • Kotler, P., Keller, K.L.: Marketing Management, 14th edition, London 2012 • Morschett, D., Zentes, J., Schu, M., Steinhauer, R.: HandelsMonitor 2012/2013 – Mega-Trends im Handel 2020+, Frankfurt am Main 2012 • Opresnik, M.: The hidden rules of successful negotiation, 2014 • Winkelmann, P.: Vertriebskonzeption und Vertriebssteuerung, 5th edition, Munich 2012 • Zentes, J., Morschett, D., Schramm-Klein, H.: Strategic Retail Management – Text and International Cases, 2nd edition, Wiesbaden 2011 <p>Details of literature relating to specific target markets and industries will be issued at the start of the semester. Information and reports compiled by the foreign trade and inward investment agency Germany Trade and Invest (http://www.gtai.de/GTAI/Navigation/DE/trade.html) will be used frequently.</p>