



VILNIAUS
KOLEGIJA

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

International marketing and sales

Prerequisites

B1 level of English language. Economics, Marketing.

Main aim

Introduce students to principles of sales management, provide knowledge on international marketing and principles of international enterprise management, gain application skills for successful business development.

Summary

Study module consists of: International Marketing (IM), Sales (S), International Enterprise (IE). During IM studies students prepare for international marketing environment analysis and learn how to develop promotion strategies in foreign markets. During S studies students develop sales strategies and tactics, apply suitable sales techniques for product/service distribution, measure sales effectiveness. During IE studies students learn about reasons and consequences for globalization, apply strategies on organizational behavior according to the nature of international market.

Learning Outcomes

1. Analyse the international marketing environment; to form pricing policy in foreign markets; select and manage distribution channels in foreign markets; develop promotion strategies in foreign markets; plan and manage international marketing activities in the company.
2. Assess causes and effects of globalisation on enterprises'; analyse and evaluate international market; chose relevant market entering strategy; evaluate risk of entering international market and form behaviour of enterprise; analyse planning and control activities of international enterprise.
3. Develop sales strategy and tactics by applying suitable sales methods.
4. Organize product distribution, lead negotiation process with prospects, measure sales effectiveness.

Syllabus

1. International Marketing (IM)

1.1. International markets and globalization. Global and local competition. The concept of international and global marketing.

1.2. Characteristics of international market and components.

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| 1.3. International market analysis and evaluation. Evaluation of the feasibility of company's development into foreign markets. |
| 1.4. Strategy development of product / service in foreign markets. |
| 1.5. Development of pricing policy in foreign markets. |
| 1.6. Choice and management of distribution channels in foreign markets. |
| 1.7. Development of promotion strategy in foreign markets. |
| 1.8. Conducting international marketing research. |
| 1.9. Operations management in international marketing of the company. |
| 2. Sales (S) |
| 2.1. Sales concept. The important role of sales in an Organisation. |
| 2.2. Customer acquisition strategies to win new customers. CRM – customer relationship management. |
| 2.3. Understanding of the sales environment. Different types of sales roles. |
| 2.4. Sales methodologies and selling techniques. |
| 2.5. Retail and wholesale trade, B2B, B2C sales. |
| 2.6. Sales methodologies and selling techniques. |
| 2.7. How to build, manage and scale a sales team. Sales activity management. |
| 2.8. Negotiation: win-win strategies. |
| 3. International Enterprise (IE) |
| 3.1. Globalisation and business internationalisation. International enterprises in the global economy and their impact on the policy of states. |
| 3.2. The strategies of grow of international companies. Strategies of entering of foreign markets. Risks of international expansion of the enterprise. |
| 3.3. Corporative management of the enterprise. Decision making in international enterprise. |
| 3.4. Management of international operations. Planning and control. |
| 3.5. Social corporate responsibility and ethical values of international companies. |
| Evaluation procedure of knowledge and abilities |
| Examination |