



Sales Management in an International Context	
Course number	3546
Lecturer	Mr. Jan P. Kolb
ECTS	2.5
Number of semester hours	2
Type	Elective
Duration	1 Term
Prerequisites	Advanced / Fluent in English language recommended Workshop Development: Participation (not mandatory, however recommended)
Type of exam	1 practical performance assessment
Objectives	After completing the course, participants will be able to develop and implement sales strategies for (premium) consumer goods on international markets. They are also familiar with the challenges of international trade and can integrate these into their sales strategies. This learning outcome includes both theoretical knowledge and practical skills that are crucial for the international distribution of premium products.
Content	Knowledge about international sales of (premium) consumer goods, the different sales-strategies and encountered challenges.
International applicability	The course will be held in English, translations will be provided if required.
Bibliography	Course documentation
Forms of instruction	- Lecture - Practice - Research / Working paper / Private study - Instructed research
Workload	<ul style="list-style-type: none">• 30h contact time• 45h self-study• 75h workload
Language of instruction	English
Availability	Winter / Summer semester