

1 1.1 Module name (German / English) International Sales		1.2 Short name (optional) InS		1.3 Module-Code (HIS-POS)	
2 2.1 Frequency of Offer: Offer in <input checked="" type="checkbox"/> each SoSe, <input type="checkbox"/> each WiSe,		2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester			
3 3.1 Offer for the following study programmes		3.2 Mandatory, Elective		3.3 Recommended semester	
Master International Marketing and Sales		Man		1/2	
4 Workload		Workload total			
	Lectures/ Form	Contact time	hours per semester per form of instruction/standard form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	4	60	180	6
	Student teach students				
	Amounts	Amounts contact time	Amounts contact time in hours		
self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study		120		
	Amounts		Amounts self-study in hour		
5 Competencies					
<ol style="list-style-type: none"> 1. Alumni can analyze country- and region-specific differences in the design of distribution. 2. Alumni can organize in a structured and coordinated overall process (sales cycle) sales and distribution objectives, strategies, processing forms (export, intermediate, hierarchically), customer-focused international sales distribution structures and policies integrated. 3. Alumni can evaluate and analyze critically international scientific studies on forms of distribution, distribution channel policies and strategies of companies with regard to their relevance for the international business practice. 4. Alumni can assess situation specifically and critically the internationalization of trade and market-specific entry strategies. 5. Alumni can evaluate the relevance of the relationship management in the international B2B and B2C sales and discuss important sales decisions, tools for sales force mgnt., key account mgnt., and global account management. 6. Alumni can discuss retail management decisions, explain helpful methods and take decisions adequate to the international situation given. 7. Alumni can teach selected aspects of international sales & distribution to fellow students and critically reflect on the teaching success. 8. Graduates can prepare a learning workshop, lead groups responsibly to learn about complex topics, present the topics well and in a structured way and critically analyze their results. 9. Graduates can interact constructively in teams in an informal project work. 10. Graduates can, at a high level, present target group oriented, give advice to co-students, explain and communicate. 					



Contents

a) International Retail Management

- Channel Management
- Internationalization of trade
- Asian Retail – Japan, China, India
- Retail management (strategy, location, merchandize management, service, pricing, financial control, CSR)
- Market entry strategy / Go to market approach & management
 - Export Modes – including partner selection & motivation
 - Intermediate Modes (Franchising)
 - Hierarchical Modes

b) International B2B Sales Management

- The selling cycle
- Selection, training, performance measurement, sizing, structuring, compensation of sales force
- Territory management, allocation of resources
- Key account management, Global account management

6 Participation Requirement

none

7 7.1 Requirements for the award of credit points

Passed module (min. 50% of points)

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

40% presentation / lecture, 60% exam

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

5% (6 CP of 120 CP)

Die Prüfungsordnungen der Studiengänge finden Sie in den Amtlichen Bekanntmachungen der FH Münster unter dem folgenden Link
https://www.fh-muenster.de/hochschule/aktuelles/amtliche_bekanntmachungen/index.php?p=2,7.

8 8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

Prof. Dr. Bert Kiel, Prof. Dr. Carmen-Maria Albrecht

8.4 Maximum number of participants

8.5 Supplementary information (optional)

Students lectures need to be in English.

Recommended reading:

- “Retailing management”, Levy Weitz,
- “Marketing Channel Strategy”, Robert W. Palmatier, Louis W. Stern, Adel I. El-Ansary
- „Strategic Retail Management“, Zentes, Morschett, Schramm-Klein
- “Retail Marketing Management”, 2015, Goworek, McGoldrick
- “Retail Marketing”, Sean Ennis, 2016
- “Fundamentals of selling” 13e, 2014, Charles M. Futrell
- “Selling today” 13e, 2014, Manning, Ahearne, Reece
- “Vertriebsmanagement”, Albers / Kraft 2013;
- “Sales & Distribution mgmt.”, Panda, Sahadev, 2010
- “Sales force design for strategic advantage”, Zoltners, Sinha, Lorimer,
- “Sales management”, Cron, DeCarlo, 2010
- “Selling and Sales Mgmt.”, Jobber / Lancaster, 2012
- “Building a winning sales force”, Zoltners, Sinha, 2009
- “Global Account management”, Peter Cheverton