



COURSE INFORMATION

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**
 Program: **INTERNATIONAL BUSINESS STUDIES** Revision of Course Information form:

C: **MARK 400** D: **PERSONAL SELLING IN INTERNATIONAL MARKETPLACE** E: **3**

Subject & Course No.	Descriptive Title	Semester Credit
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F: Calendar Description: This course focuses on theoretical and practical techniques used in selling goods and services in the International marketplace. Emphasis will be on dealing with various cultures, and ethnic groups that make up the international market. Attention will be paid to adapting the theoretical selling skills to fit different cultural requirements of the market, in order to achieve effective partnerships, culminating in long-term relationships.	Summary of Revisions:
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G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):		Hrs.
Total:	4	Hrs.

H: Course Prerequisites: **MARK 300**

I: Course Corequisites: **nil**

J: Course for which this Course is a Prerequisite:

K: Maximum Class Size: **35**

L: College Credit Transfer

College Credit Non-Transfer

Non-Credit

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
 SFU **BUS 447 (3)**
 UBC **COMM 361 (3)**
 UNBC **COMM 340 (3)**
 UVIC **IB 401 (1.5)**
 Other:

 Course Designer(s)

 Director/Chairperson

 Divisional Dean

 for Registrar

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Avial, R.A. et al. The Professional Selling Skills Workbook, Latest Ed. Orlando: Harcourt Brace.

Chaney and Martin. Intercultural Business Communication, Latest Ed. New Jersey: Prentice Hall.

Guttman, Peter. The International Consultant, Latest Ed. Washington, D.C.: John Wiley and Sons.

O: COURSE OBJECTIVES

The student will be able to:

1. demonstrate knowledge of effective sales techniques;
2. demonstrate the ability to put these sales techniques into practical use;
3. explain the different cultural values and expectations of various cultures and ethnic groups, and how to cater to them in a sales situation;
4. demonstrate the ability to adapt to culturally diverse sales situations.

P: COURSE CONTENT

1. Partnering in selling.
2. Flexing to communication styles.
3. Understanding the international buyer.
4. Planning and approaching in international marketplace.
5. Effective presentations.
6. Negotiating objections or reservations.
7. Closing and servicing the sale.
8. Selling ethics.

Q: METHOD OF INSTRUCTION

There will be a blend of lectures, group discussions, case studies, and guest speakers. A significant portion of the time will be devoted to role playing with different cultural biases.

R: COURSE EVALUATION

Class participation	10 %
Role playing exercises	30 %
Written term project	20 %
Mid-term examination	20 %
Final examination	<u>20 %</u>
	<u>100 %</u>

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