



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

A: Division: **Instruction** Date: **February 2002**  
 B: Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **International Business Studies**  
 If Revision, Section(s) Revised: **H**  
 Date Last Revised: **1996-03: new course**

C: **MARK 400** D: **Personal Selling In International Marketplace** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F: Calendar Description:</b>  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.		
<b>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</b>  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H: Course Prerequisites:</b>  MARK 300 and effective September 2002, English 12 with a letter grade of "C" or better or approved equivalent.  <b>I: Course Corequisites:</b>  nil  <b>J: Course for which this Course is a Prerequisite:</b>  nil  <b>K: Maximum Class Size:</b>  35	
<b>L: PLEASE INDICATE:</b> <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer		

College Credit Transfer:

Requested

Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should 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.

**N:** 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.

**O:** Methods 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.

**P:** 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.

**Q:** Means of Assessment

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

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s): **Joe Ilsever**

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Education Council/Curriculum Committee Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus