

WSB University				
Field of study: Management				
Course: Sales strategies on international markets				
Educational profile: general				
Education level: II -cycle studies				
Number of hours per semester	1		2	
	I	II	III	IV
Full-time studies (L/C/lab/pr/e)			12	
Part-time studies (L/C/lab/pr/e)				
CLASS LANGUAGE	English			
LECTURER	PhD Olgierd Witczak			
FORM	Classes			
COURSE OBJECTIVES	The course's main objective is to teach students to understand the influence of the international environment on companies' sales strategies in international markets. The course also provides students with an analytical framework for developing and implementing effective international sales strategies.			
Reference to learning outcomes – Field-related learning outcome EFMD	Description of learning outcomes			
	Description of learning outcomes	Teaching and learning methods		Verification of learning outcomes
Knowledge				
Business Analysis and Research Methods LO05 LO06	Students understand the conditions, determinants and challenges of sales strategy choice in international markets, considering multicultural challenges. Students have in-depth knowledge of sales strategies in foreign markets. Students know how to distinguish and critically evaluate export, intermediate and hierarchical sales modes.	Teaching methods: 1. Multimedia presentations 2. Socratic method		Project presentation
		Learning method: 1. Self-study		
Skills & Attitudes				
Digital Skills and the use of information and communication technologies LO18	Students can recommend effective sales strategies in international markets by utilising digital tools and ICT-based screening methods. They can effectively analyse micro and macro data using digital platforms and select the most suitable foreign market entry mode, taking into account both internal company constraints and the dynamics of the international environment.	Learning methods: 1. Project-based learning 2. Case study		Project presentation

Ethics and Sustainability LO19 LO20	Students recognise ethical challenges and threats resulting from the adopted entry mode of a foreign market. Identifying and considering cultural differences in selecting a sales strategy, seeking a balance between the business and social goals of the local community.	Teaching method: 1. Multicultural education	Discussion
Full- time Participation in lectures = Participation in classes = 12 Preparation to classes = 20 Preparation to lectures = Preparation to an examination = Project tasks = e-learning = Credit/examination = 2 others (indicate which) = 16 TOTAL: 50 ECTS points: 2 Including practical classes: 12		Part-time Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = e-learning = Credit/examination = others (indicate which) = TOTAL: ECTS points: Including practical classes:	
PREREQUISITES	Globalization in the world economy Management of enterprise on the international market Communication in an international environment and intercultural		
COURSE CONTENT (Division into contact hours and e-learning)	Contact hours: 1. The international market selection process: a. Preliminary screening - macro-environment b. Fine-grained screening - sector/micro-environment 2. Approaches to the choice of entry mode a. Distinguish between indirect, direct and cooperative export modes as a sale mode b. The advantages and disadvantages of the sales intermediate entry modes c. The main hierarchical sales modes 3. International sales strategy for the chosen market 4. Social and ethical challenges for international sales strategy E-learning: Not applicable		
LITERATURE (compulsory reading)	1. S. Hollensen, Global Marketing, Pearson, 2020. 2. J. J. Wild, K. L. Wild, International Business: The Challenges of Globalization, Pearson 2023. 3. Selling and sales management / David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-FitzHugh. - 11th ed. - Harlow [etc.] : Pearson Education, 2019.		
OPTIONAL LITERATURE	1. K. Helsen, M. Kotabe, Global Marketing Management, Wiley, 2020. 2. W. J. Keegan, Global Marketing Management, Pearson, 2017. 3. J. D. Daniels, D. P. Sullivan, W. Click, International Business, Pearson 2022. Readings: Meeting no.2 1) T. Gülsoy, Ö. Özkanlı, R. Lynch, "Effective international expansion strategies of emerging countries: the strategies that helped Arçelik", Management Research Review, 2013, Vol. 36 No. 1, pp. 4-32. https://doi.org/10.1108/01409171311284567 2) B.N. Rutherford, R.L. Matthews "Stages of the international industrial sales process", Journal of Business & Industrial Marketing, 2023 https://doi.org/10.1108/JBIM-01-2023-0031 3) S.M. Hånell, E. Rovira Nordman, D. Tolstoy, N. Özbek, "It's a new game out there": e-commerce in internationalising retail SMEs", International Marketing Review, 2020, Vol. 37 No. 3, pp. 515-531 https://doi.org/10.1108/IMR-03-2018-0107 4) W. Shleha, Y. Vaillant, J. Calleja-Blanco, "The link between advanced servitization, global distribution channels and the longitudinal performance of sales in international markets", International Marketing Review, 2023. https://doi.org/10.1108/IMR-10-2021-0320		

	5) R. Teixeira, A.L.d.C.M. Duarte, F.R. Macau, F.M. e Oliveira, "Assessing the moderating effect of brick-and-mortar store on omnichannel retailing", International Journal of Retail & Distribution Management, 2022, Vol. 50 No. 10, pp. 1259-1280. https://doi.org/10.1108/IJRDM-03-2021-0139 Meeting no. 3 1) A. Zarkada-Fraser, C. Fraser, "Moral decision making in international sales negotiations", Journal of Business & Industrial Marketing, 2001, Vol. 16 No. 4, pp. 274-293. https://doi.org/10.1108/EUM0000000005501 2) G.I. Zekos, "MNEs, globalisation and digital economy: legal and economic aspects", Managerial Law, 2003, Vol. 45 No. 1/2, pp. 1-296. https://doi.org/10.1108/03090550310770875
SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	1. O. Witczak, Marketing communication of airports as a factor determining the choice of airport by Polish and foreign passengers, „Marketing Instytucji Naukowych i Badawczych” 2017, Vol. 23, Issue 1, pp. 97-126. [co-author: Z. Spyra] 2. O. Witczak, Instruments used to establish and maintain relationships, [in:] Relationship marketing in micro and small enterprises and local authorities – international comparison, ed. R. Lukasova, A. Bajdak, Akademia Ekonomiczna w Katowicach, Katowice 2009, pp. 38-54.
TEACHING AIDS	Multimedia projector Internet access
PROJECT (if implemented in the framework of a classes module)	Not applicable
FORM AND CONDITIONS OF ASSESSMENT CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES.	Final project presentation – group working Subprojects/microprojects: Assignment 1: Polish company choice and preliminary screening results for three foreign markets to enter – macro-environment Assignment 2: Fine-grained screening results – sector/micro-environment Assignment 3: Presentation and discussion on a recommended sales strategy for a Polish company and a chosen foreign market Evaluation criteria: 1) correctly selected, real-operating Polish company (medium or large size, B2C, internationalisation potential - screening The Warsaw Stock Exchange (“GPW”) – 5 points 2) 20 secondary data sources used to assess the markets into which the Polish company is to enter (data of high-reliability institutions only, i.e. Eurostat, national statistical offices, international institutions) – 20 points 3) an appropriately selected market entry strategy based on a properly conducted analysis of micro and macro data and the company's internal limitations (at least five advantages and disadvantages for each recommended sales strategy)- 10 points 4) indication of potential challenges/problems of a social aspect, i.e. cultural differences and value diversity systems on selected foreign markets which the chosen Polish company could face – 5 points 5) preparation of a multimedia presentation and its correct oral presentation – 10 points Grading scale: 0-25 – 2,0 fail 26-30 - 3,0 (E) 31-35 – 3,5 (D) 36-40 – 4,0 (C) 41-45 – 4,5 (B) 46-50 – 5,0 (A)

* L-lecture, C- classes lab- laboratory, pro- project, e- e-learning