Courses in English

Course Description

Department: 14 Tourism

Course title: National and International Sales - an introduction to trends and strategies in sales

Hours per week (SWS): 2

Number of ECTS credits: 3

Course objective: The students should get a first introduction to sales, and understand the challenges and trends in sales, e.g. of omnichannel sales and international sales in the current / digital environment of tourism and other branches. They should get to know all career possibilities in the sales field and find out what profile is needed for certain sales positions.

Prerequisites: Good English skills; Interest to discuss in class and develop own strategies

Recommended reading: 

Teaching methods: 2.5 Day Seminar

Assessment methods: Development and Presentation of an international sales concept (Power Point Presentation)

Language of instruction: English

Name of lecturer: Marion Fleck

Email: marion.fleck@gmx.de; marion.fleck@allianz.de

Link: 

Course content: Description of different sales channels, omnichannel sales approach, digitalisation, customer centricity, international sales strategies, introduction to key account management, basic training of sales skills, sales strategies in tourism

Remarks: 