

Steinbeis
Global
Institute
Tübingen

SGIT

Steinbeis-
Hochschule
Berlin
SHB



Export-
Akademie
Baden-
Württemberg

Certified training course
Marketing and sales

Marketing & Sales Manager (SHB)

4 modules, including 4 face-to-face workshops
16.05.2017 – 11.01.2018



Certified training course

Certified training course "Marketing & Sales Manager (SHB)"

In order to launch products and services into foreign markets and successfully sell internationally, it is essential to explore the potential of the target markets and effectively use techniques of winning over new customers and keeping them satisfied.

The certified training course "Global Marketing & Sales Manager" is a compact training programme. The basics of successful work on the global markets are covered in four modules (each of them including two or three face-to-face weekend workshops) and complemented by self-study activities.

International economic law and contract design

· 16. - 19.05.2017

Global sourcing and logistics

· 20. - 22.07.2017

Intercultural management and negotiation strategies

· 09. - 11.10.2017

Business development and strategic marketing

· 09. - 11.01.2018

Deadline Transfer paper - 30. November 2017

Target group

The certified training course is designed for qualified practitioners and academic professionals in the field of foreign trade.

Instructors

professors and experts with practical knowledge, skills and profound teaching experience:

- Katharina Ruhnke
Intercultural Coach
- Dr. Andreas Frost
Lawyer and mediator,
specialisation: international business relationships,
Reutlingen
- Achim Götzenberger
Dürr GmbH
- Ruben Gotthardt
Steinbeis-Beratungszentrum
- Karsten Thies
Intercultural Coach
- Prof. Dr. Bertram Lohmüller
Steinbeis-Hochschule Berlin

Certificate / awarding credit points

Additionally to the trainings a transfer paper has to be written. The participants in the course "Marketing & Sales Manager (SHB)" will get a certificate from Steinbeis Global Institute Tübingen (SGIT) of Steinbeis-Hochschule Berlin (SHB). The awarded credit points can be recognised in the Bachelor / Master study programmes.

The practice-oriented training course has a number of advantages for the participants and their companies alike:

- It is possible to enrol on the course at any time;
- The modules can be booked separately;
- Self-study activities can be organised according to a participant's own preferences as far as the allocation of the learning load, the time of learning, the material to be studied and revised are concerned;
- Practice-oriented learning and authenticity are guaranteed by the use of case studies by the experienced instructors who come from companies and universities;
- Effective learning due to modern teaching methods and technologies (computer-assisted learning, educational videos);
- Internationally recognised certificate from Steinbeis Global Institute Tübingen

Module 1: International economic law and contract design

Instructors: Dr. Andreas Frost
Face-to-face
workshop: 16.-19.05.2017

Goals:

The main goal of the module is to discuss different ways of avoiding business disputes and disagreement abroad. We will concentrate on possible problems while drafting contracts. Besides, example contracts of different types important for doing business internationally will be presented. We will deal with product liability issues in the international context. It is only logical to expect that the legal norms and standards in this area can drastically differ from the German laws and regulations, that is why a lack of the relevant knowledge can turn out to be expensive. The module addresses possible risks and ways of reducing them while making contracts with international partners. The participants are most welcome to bring their own contracts that appear doubtful problematic to them.

Certified training course

Contents:

- Basics of international economic law (legal venue, applicable law, entering into international contracts)
- International delivery contracts
- Contracts with foreign distribution partners (international law for sales representatives and authorised dealers)
- Patent law, licence agreements, product liability (in the home country and abroad)
- Further issues concerning contracts and legal agreements depending on the participants' backgrounds

Module 2: Global sourcing and logistics

Instructors: Achim Götzenberger, Ruben Gotthardt,
Prof. Dr. Bertram Lohmüller

Face-to-face
workshop: 20.-22.07.2017

Goals:

There is more to foreign business than just export. Import and global sourcing are also to be accounted for. An important success factor is the choice of low-priced procurement sources. Due to the highly developed communication and transport networks, global sourcing has become a common practice. Different companies face the procurement question of "make or buy", i.e. whether they should produce or buy ready-made component parts, as well as the question of either having these parts on stock or opting for just-in-time delivery. The module discusses various sourcing strategies, with real-life examples from companies being analysed. Differences in procurement strategies between production companies and trade are highlighted.

Contents:

- International logistics
- Basics of global sourcing
- Selection and assessment of suppliers
- Case studies from various branches and companies

Module 3: Intercultural management and negotiation strategies

Instructors: Katharina Ruhnke, Karsten Thies
Face-to-face
workshop: 09.-11.10.2017

Goals:

Many international business projects collapse, because the parties to such projects do not have a profound understanding of their partners' national culture ways of doing business. Thus, international business is not only about a good product developed together and is not favourable contract conditions; it is about the knowledge of your business partners' (typical) ways of behaviour, mentality, habitual practices.

The module discusses the theoretical and practical of intercultural management. Numerous studies basics of different countries will inform the participants about the essential cultural facts, mentality, patterns of behaviour typical of this or that country and its citizens. The ultimate goal is to provide the necessary background for successful business relations and negotiations.

Contents:

- Basics of communication and international negotiation strategies
- Body language and its role in the negotiation process
- Peculiarities of doing business internationally and intercultural
- Management styles and negotiation strategies: examples from different cultures
- Field reports from various countries and economic regions



Certified training course

Module 4: Business development and strategic marketing

Instructors: Prof. Dr. Bertram Lohmüller
Face-to-face
workshop: 09.-11.01.2018

Goals:

Finding themselves in globally-oriented and quickly changing markets, companies have to adjust their marketing activities according to the ever-changing competition conditions, and do it timely and effectively. This can be done by developing a unified marketing strategy and performing operational activities that help position new products and services in the target markets. The framework for planning such activities can be pivoted around the IMLead®-concept. The key success factors and areas include the optimisation of innovation processes and marketing activities, as well as the simultaneous implementation of growth strategies. A case study will provide an example of how a company can use the IMLead®-concept to achieve optimal performance results.

Contents:

- Building blocks of the IMLead®-concept
- Six steps to a business programme
- Search for information in foreign market research
- Checklists as a means of selecting and analysing factors relevant to entering a new market
- Business generation by means of the Canvas model (Osterwalder)
- Repertory grid technique
- KPI-analysis, control with operating figures
- Learning from others – Best practices

Registration and information

Steinbeis Global Institute Tübingen of
Steinbeis–University Berlin

Ms. Cornelia Röhm
Waldhörnlestraße 18, 72072 Tübingen
Tel. 07071 – 6059840
Fax 07071 – 6059869
E-Mail cornelia.roehm@steinbeis.education

Course fees

The fees for a module are 950 euro. In case of enrolling on the whole course (4 modules), the fees amount to 910 euro per module (including 19% VAT on every module).

Your way to us

Public transport from the main train/bus station in Tübingen:

Bus 16 (direction "Steinlachwasen"), bus stop "Waldhörnlestraße", right in front of our building

Bus 3 (direction "Gartenstadt"), bus stop "Paul-Dietz-Straße", 7 minutes' walk from the bus stop

For further information please visit our website:
www.steinbeis.education/kontakt/anfahrt/

Business terms and conditions

<http://www.steinbeis.education/institut/agb/>



Further programmes and services of Steinbeis Global
Institute Tübingen and Export-Akademie Baden-Württemberg:
<http://www.eabw.org/leistungen/seminare-fuer-die-exportierende-wirtschaft/>