

Selling in International Environment 6 + 3 cr

Integrated module with Selling 6 cr by subject teacher and

Communication/Culture 3 cr by English Communication teacher



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The idea:

- Students are divided to groups of 5
- They imagine and simulate a trade-fair participation on an international fair/event
- They choose the product/service they intend to sell
 - They select a new market-area
- They think of the most suitable selling strategy



Some examples of ideas:

- ❑ Salmiakki-kossu to Southern France
 - ❑ Rye-bread to NYC area
- ❑ Kirami-outdoor bathtub to Northern Germany
 - ❑ Solar panel know-how to China
 - ❑ Sauna to Hong Kong
 - ❑ Family houses to Russia
 - ❑



What and how does the learner learn communication and culture?

Written skills:

- Designs a brochure for his/her product
- Writes an invitation to an imaginary trade fair/event to a key customer from a different culture
- Writes a "follow-up letter" to the above person after the event
- Writes a report to CEO concerning the fair
- follows the appropriate style and register in all document



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Spoken skills:

- Negotiates in a culturally mixed student team
- Has a "sales-talk" at the fair promoting his/her product for a defined customer group
- Gives and receives feedback from peers and teachers
 - All above in proper style and register



Cultural skills:

- Realizes that selling has to be "customized"
 - Finds out relevant culture-specific information of the target environment
 - Applies the theoretical information to practice
- Learns different viewpoints from teachers and exchange students
- Can give and receive feedback from peer and teachers



Questions, Comments,...

Further information:

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