



Diploma of Basic Studies

## Marketing & Sales

4 Modules | 10 Webinars and self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller Export-Akademie Baden-Württemberg



# Certified Course “Marketing & Sales“

## Course Fee

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Course fee for all 4 modules is € 1100.-  
For groups of 10 participants and more special conditions and rates apply  
(In the fee tax is included)

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## Diploma of Basic Studies (DBS)

Diploma of basis studies will be awarded after participation in the courses and submission of a transfer paper according to the specifications of the Export-Akademie Baden-Württemberg with approx. 20 pages and evaluation of the work.

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## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

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## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 4 months.

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Internationally also customized courses are conducted with other starting dates.

For detailed timetable please contact  
[eugen.breining@eabw.org](mailto:eugen.breining@eabw.org)

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## Application procedure

The general terms Export-Akademie Baden-Württemberg Tübingen are applied and can be downloaded from [www.eabw.org](http://www.eabw.org)

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## Contact

Export-Akademie Baden-Württemberg GmbH  
Konrad-Adenauer-Straße 13  
D-72072 Tübingen  
Tel: +49 (0) 7071-5499920  
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# Certified Course “Marketing & Sales“

## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg
- Petra Lohmüller, Master of Arts, Export-Akademie Baden-Württemberg GmbH
- Dr. Alexander Petrikhin, Export-Akademie Baden-Württemberg
- Karsten Thies, MBA Consulting

- Latest submission deadline of PowerPoint Presentation (20 Slides) is 2 weeks after the last module.

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## Registration & Information:

The course registration can be done online. The registration form can be downloaded from [www.eabw.org](http://www.eabw.org)

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## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

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## Workload

The training course „Marketing & Sales“ is certified by Export-Akademie Baden-Württemberg with a total workload of 90 hours

The workload is as follows:

- 30 hours seminar time
- 50 hours self-study time based on the provided by EABW study materials
- 10 hours transfer time for presentation

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## Course structure

Webinars and interactive web-based trainings have a duration of about 3 hours. Webinars have fixed dates: Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1: Marketing

- *Webinar 1:* «Marketing Elements»
- *Webinar 2:* «Strategic marketing»
- *Webinar 3:* «International marketing»

### Module 2: Market Research

- *Webinar 1:* "International contract and licensing law"
- *Webinar 2:* "Intellectual property (national/international)"

### Module 3

- *Webinar 1:* « Global sourcing & Logistics – Introduction»
- *Webinar 2:* «Global Sourcing»

### Module 4

### Presentation



# Certified Course “Marketing & Sales“

## Certified Course „Foreign Business Development“

### Qualification aim

The participants will get acquainted with the core intercultural issues of business activity, the national characteristics of the perception of arguments, presentation materials as well as the behavior of the presenting person and they learn to grasp different types of presentation and the interdependence of goal and form of a presentation. They deal with fundamental aspects of the internationalization of business law issues, deepen their knowledge of intellectual property protection and learn about the provisions of the Incoterms governing the supply of goods. They will work out questions of global procurement, learn how a global supply chain can be represented and modelled, learn how a procurement analysis is carried out, and will be familiar with possibilities of supplier evaluation. The participants get an overview of the most well-known theories and models of global marketing, learn about different strategies of market entry and link marketing activities with strategies of technology transfer. The participants acquire methodological competence to successfully place products and services in international markets.

### Module 1: Business development and strategic marketing (core topics)

Marketing circle and dimensions of marketing # Marketing trends, mistakes and principles of efficiency # Foreign business for technologies (Export-Marketing & Internationalization) # International technology management # Strategic marketing # Foreign marketing of technologies # Business development and business model generations based on the IMLead® concept

- Seminar/Webinars/WBTs: 9 hours

### Module 2: International commercial law and contract drafting (core topics)

Patent Law # International contract and licensing law # Environmental and product liability Law # Intellectual property (national/international) # Environmental criminal law # Customs aspects

- Seminar/Webinars/WBTs: 6 hours

### Module 3: Global sourcing & Logistics (core topics)

Supply chain management # Logistics # Supplier evaluation # Availability of technologies # Trade fair preparation and implementation Management

- Seminar/Webinars/WBTs: 6 hours

### Module 4: Intercultural management & Negotiation (core topics)

Intercultural peculiarities # Consolidation of terminology and continuation of communicative competence # Negotiation taking into account the peculiarities of international negotiation management # Management and negotiation management, presented at different levels of negotiation

- Seminar/Webinars/WBTs: 9 hours

### Target Group

The certification course is aimed at persons who are responsible for foreign trade in companies and organizations, as well as persons who are responsible for the positioning and marketing of products and services abroad as group managers or project managers.

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### Management

Prof. Dr. Bertram Lohmüller  
General Director of Export-Akademie Baden-Württemberg