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**Training materials:**

Vocational training center for undergraduate university students and teachers in Jordan (VTC) project

P 8: Al-Balqa Applied University (BAU)

**Sales and Marketing Skills: Contrast in International Marketing between Chosen European – Asian - African countries**

**Time of conduct:** Oct. 24, 2017/ 2 hrs

**Trainer:** Dr. Paluchová Johana/ Slovak University of Agriculture in Nitra

**Aim:** The goal of the training will be to understand the sales activities of companies, which act locally, that's mean to adapt their products and to show, how the firms actually place marketing tools for increasing of sale and satisfy of global customers who ask for local products

**Target group:** the graduate students from different specialties (mainly business programs)

**Training methods used:** lectures, group discussions, brainstorming, and power point presentations.

**Participants:** 29 students and 11 staff members

**Training objectives:** There are numerous reasons why companies consider going into international. Nowadays, there are more and more companies, which work globally but act locally. There is no single and universally accepted definition of internationalization but from an economics point of view, it is defined as the process where business gets more involved in the international markets. The training will clarify several practical examples of companies, how to manipulate with consumers across the world. Following of understanding of global consumerism, the firms realize

and used different sales and marketing skills. Which are definitely different in Europe, Asia or Africa.

### Photos:



### Expected Outcomes:

Teachers and students are able to use different sales and marketing skills

**Quality control:** training was controlled and then analyzed at the end. According to the attendance lists, more than 90% of the participants were answered the evaluations. The surveys contained questions (5-point Likert scale), in which respondents had to give a grade between 1 and 5, with 5 being the highest (fully agree) and 1 the lowest (fully disagree). All the evaluation items in the training were above good.