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Mathew Rogers, a marketing manager, and Kim Patterson, a sales representative, join the staff of Marathon Marketing, an international marketing company based in New York. Follow Mathew and Kim as they apply for positions in the company, meet colleagues and clients, travel abroad, plan for and attend an exhibition in Hong Kong, enjoy free time there, return home and report their progress.

MODULE 1: GETTING THE JOB

- Scheduling a Job Interview
- Interviewing for Marketing Manager
- Interviewing for Sales Representative
- Getting around the Office
- Meeting the Marketing Director
- Meeting the Sales Director
- Work Conditions and Responsibilities
- Settling in at the Office

MODULE 2: HOSTING A FOREIGN CLIENT

- Meeting a Client at the Airport
- Checking in at the Hotel
- Visiting the Office
- Department Visit: Marketing Research
- Department Visit: Printed Materials
- Department Visit: Web Technologies
- Department Visit: Telemarketing
- Department Visit: Exhibitions
- An Evening with the Client
- Discussing a Letter of Intent

MODULE 3: FINDING DISTRIBUTORS AND AGENTS

- Finding a Distributor
- Discussing Delivery Details
- Closing the Deal
- Finding an Agent
- Discussing a Trial Period
- Renegotiating a Contract



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MODULE 4: PREPARING FOR AN EXHIBITION

An Invitation to an Exhibition
Planning the Booth
Booking Flight Reservations
Making Hotel Arrangements
Registering for the Exhibition
Applying for Visas and Passports
Learning Foreign Customs
Preparing for the Trip

MODULE 5: TRAVELING TO THE EXHIBITION

Checking in at the Airport
Shopping at Duty-Free
Enjoying the Flight
Passport Control and Baggage Claim
Lost & Found and Customs
Getting to the Hotel

MODULE 6: AT THE HOTEL

Checking in at the Hotel
The Hotel Directory
Ordering Room Service
The Business Center
At the Bar
Dining at the Hotel
The Fitness Center
At the Hotel Pool
The Hair Salon
Mailing a Package

MODULE 7: AT THE EXHIBITION

Registering at the Exhibition
The Exhibition Schedule
An Advertising Campaign
A New Company Image
Reporting to Home Office
A Marketing Plan
TV Ads
Preparing a Prospect Summary
Attending a Lecture



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MODULE 8: LEISURE EXPERIENCES

Planning a Day Off
Touring Hong Kong
Dining in Hong Kong
Public Transportation
Directions to the Marketplace
Going Shopping
At the Doctor
Checking out of the Hotel
Changing Travel Plans
Renting a Car

MODULE 9: BACK AT THE OFFICE

An Expense Report
A Progress Report
A PowerPoint Presentation
A Contract for the Manufacturer
A Memorandum of Understanding
Following-up an Account
A Marketing Campaign
A Draft Contract
Performance Evaluations
Celebrating a Job Well Done

