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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

## **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 - TRAVELLING 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

## **MODULE 8 - LEISURE EXPERIENCES**

- Planning a Day Off

- Touring Hong Kong
- Dining in Hong Kong
- Public Transportations
- 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 Power Point 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