

Sales Management 1					
Identification number	Workload	Credits	Semester	When	Duration
3251	150 h	5	5th / 7 th sem.	Once a year	1 semester
1	Lectures Sales Management 1	Class contact time 4 contact hrs / 60 h	Self-study 90 h	Planned group size 25 students	
2	Learning Outcomes / Skills <p>a) Sales Management is comparable to the “pipeline” of marketing, which is necessary for the products or services offered to really reach the customers or target groups aimed at. A core task in this context is the design of distribution channels, which nowadays is more and more implemented in the form of multi-channel marketing. Students will first learn to understand the underlying developments (the Internet as an instrument of direct distribution, changed consumer habits such as hybrid buyer behaviour or convenience orientation, increasing dynamics of operational standards). They are thus enabled to successfully manage multi-channel marketing. They will also learn about the approaches to control the distribution channel system (Supply Chain Management, Efficient Consumer Response Management). They will moreover be introduced to the operational task of sales organisation (customer attractiveness evaluation, choice of suited sales persons and their control etc.).</p> <p>b) For a coordinated and successful sales and marketing approach strategic planning is essential. This encompasses three key areas: first managing company’s businesses as an investment portfolio. Secondly each business is assessed by considering the market attractiveness and the company’s position and fit in that market. Thirdly from this analysis a strategy is developed which takes account of both, sales and marketing. The students will examine these strategic skills and apply them to real business situations by group work on case studies. In this context students will also integrate these skills with their knowledge of tactical marketing activities which they acquired in their basic studies. Further practical orientation in this module is achieved by guest lectures of successful professionals and discussions</p>				
3	Contents <p>a) Sales organisation and sales processes both in B2C and in B2B business are among the subjects. Contents include the goals and tasks of sales policy, Key Account Management, CRM systems, Efficient Consumer Response, Customer evaluation processes and Sales Controlling.</p> <p>b) Strategic planning process, in particular relevance and challenges of a situation analysis System of corporate and marketing targets Levels and types of marketing strategies Sales channel strategies Cooperation models with sales partners Strategic planning tools, e.g. product-market growth, scoring models, segmentation approaches, GAP analysis, portfolio method etc.</p>				
4	Course type Seminar, exercises, case studies				
5	Participation requirements Successful degree in marketing foundations/instruments				
6	Examination form Written exam (120 minutes) or oral examination (20 minutes)				
7	Requirements for the Awarding of Credits Minimum grade of “sufficient” in the examination				
8	Application of the Module (in other programmes of study) BA Business Administration BA International Business and Management				
9	Weight of the grade in the final overall grade 5/270				
10	Module supervisor and full-time lecturer Prof. Dr. Ralf Schlottmann				
11	Other Literature/Reading (as currently applicable): <ul style="list-style-type: none"> • Winkelmann, P.: Sales Conception and Controlling. The Instruments of Integrated Customer Management (CRM) • Kotler, P., Keller, K.L.: Marketing Management • Homburg, Ch., Schäfer, H., Schneider, J.: Sales Excellence 				