

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	<p>Learning Outcomes / Skills</p> <p>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.</p> <p>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.</p> <p>Further practical orientation in this module is achieved by guest lectures of successful professionals and discussions</p>				
3	<p>Contents</p> <p>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	<p>Course type Seminar, exercises, case studies</p>				
5	<p>Participation requirements Knowledge of "Basic Marketing".</p>				
6	<p>Examination form Written exam (90 minutes) or oral examination</p>				
7	<p>Requirements for the Awarding of Credits Minimum grade of "sufficient" in the examination</p>				
8	<p>Application of the Module (in other programmes of study) BA Business Administration BA International Business and Management</p>				
9	<p>Weight of the grade in the final overall grade 5/270</p>				
10	<p>Module supervisor and full-time lecturer Prof. Dr. Ralf Schlottmann</p>				
11	<p>Other Literature/Reading (as currently applicable):</p> <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 				