

| Sales Management 2 | | | | | |
|------------------------------|--|---|----------------------------|--|-----------------|
| Identification number | Workload | Credits | Semester | When | Duration |
| 3651 | 150 h | 5 | 6th / 8 th sem. | Once a year | 1 semester |
| 1 | Lectures Sales Management 2 | Class contact time 4 contact hrs / 60 h | Self-study 90 h | Planned group size 25 students | |
| 2 | Learning Outcomes / Skills Selected current topics in sales and marketing will be examined by the students in detail and presented to the groups for discussion. The objective is the application of the tools and skills from the courses “Basic Marketing” and “Sales Management 1” to practice. | | | | |
| 3 | Contents In order to achieve this objective, current marketing and sales issues will be analysed. The content therefore depends very much on current trends in marketing and sales. A focus area is the critical comparison of different approaches to international business. Multi-channel management plays an increasingly important role in business and will therefore also be part of the module. In addition to current topics, structures and marketing and sales approaches in different industries will be compared and evaluated. | | | | |
| 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: <ul style="list-style-type: none"> • Depends on topic | | | | |