

<b>Sales Management 1</b>					
<b>Identification number</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>When</b>	<b>Duration</b>
3491	160 h	6	7 <sup>th</sup> sem.	Once a year	1 semester
<b>1</b>	<b>Lectures</b> Sales Management 1	<b>Class contact time</b> 4 contact hrs / 60 h	<b>Self-study</b> 100 h	<b>Planned group size</b> 30 students	
<b>2</b>	<b>Learning Outcomes / Skills</b> 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 attractivity evaluation, choice of suited sales persons and their control etc.).				
<b>3</b>	<b>Contents</b> 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.				
<b>4</b>	<b>Course type</b> Seminar, exercises, case studies				
<b>5</b>	<b>Participation requirements</b> Successful degree in marketing foundations/instruments				
<b>6</b>	<b>Examination form</b> Written exam (120 minutes) or oral examination (20 minutes)				
<b>7</b>	<b>Requirements for the Awarding of Credits</b> Minimum grade of “sufficient” in the examination				
<b>8</b>	<b>Application of the Module</b> (in other programmes of study) BA Business Administration BA International Business and Management				
<b>9</b>	<b>Module supervisor and full-time lecturer</b> <b>Prof. Dr. Ralf Schlottmann</b>				
<b>10</b>	<b>Other</b> Literature/Reading (as currently applicable): <ul style="list-style-type: none"> <li>• Winkelmann, P.: Sales Conception and Controlling. The Instruments of Integrated Customer Management (CRM)</li> <li>• Kotler, P., Keller, K.L.: Marketing Management</li> <li>• Homburg, Ch., Schäfer, H., Schneider, J.: Sales Excellence</li> </ul>				