

Sales Management 2 (engl.)						
Identification number N/A		Workload 150hrs	Credits 5	Semester 5 th /6 th sem.	When Every summer semester	Duration 1 semester
1	Lectures Sales Management 2 (engl.)		Class contact time 4 contact hrs / 60hrs		Self-study 90hrs	Planned group size 25 students
2	Learning Outcomes / Skills <i>Upon completion of the module, students will be able to:</i> <i>Subject-Specific Competences:</i> <ul style="list-style-type: none">• Work independently or in a team on a specific marketing and sales challenge with strong reference to practice• Apply the marketing and sales techniques and frameworks learned in the courses Marketing and Sales Management I to this marketing and sales challenge• Successfully communicate the working result <i>Interdisciplinary competences:</i> <ul style="list-style-type: none">• exchange information and problems in dialogue with others and jointly develop solutions• Create a presentation on a predefined topic• Improve presentation skills					
3	Contents <ul style="list-style-type: none">• use of techniques and frameworks to analyze a specific company's situation (internal and external analysis)• also analyse – if given – internal company data• discuss and evaluate different approaches which could be used to solve the marketing and sales challenge• come to a reasoned recommendation including implementation plan• synthesize the analysis and suggested solution in a convincing presentation					
4	Course type Project work					
5	Participation requirements Knowledge of “Foundations of Marketing”, sufficient knowledge of English					
6	Examination form Presentation (length 30 minutes, handout)					
7	Requirements for the Awarding of Credit Points Minimum grade of “sufficient” in the examination					
8	Module supervisor; full-time lecturers Prof. Dr. Ralf Schlottmann					
9	Other information Reading list (as currently applicable): a) Jobber, D.; Lancaster, G.: Selling and Sales Management b) Johnston, M.; Marshall, G.: Contemporary Selling – Building Relationships, Creating Value c) Johnston, M.; Marshall, G.: Sales Force Management					

ATTENTION: This is an adapted and abridged version and a translation of the original. Only the module manual in its German form (available at <https://www.hochschule-bochum.de/international-business-and-management>) is legally binding.