

Sales Management (EM1F5MK2)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International sales and distribution : 15 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (4 ECTS)
Available places	45

Coordinator

Delphine THEURELLE-STEIN

Lecturers

Instructor	Population	Email
Delphine THEURELLE-STEIN		delphine.theurelle-stein@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course addresses the key concepts of sales management. It discusses issues involved in implementing a sales program and in managing the sales force.

The course combines lectures and presentations and offers to the future manager the understanding of theory as well as useful tools for his practice.

Educational organisation

In class

Lectures

Presentations

In groups

Exercises

Oral presentations

Interaction

Discussions / debates

Accounts

Assignments

Individual projects (online assignments, video,)

Master's dissertation

Learning outcomes

Upon completion of this course, students should be able to :

- **Clarify** the role of selling in marketing
- **Illustrate** the responsibilities of sales management
- **Analyze** different leadership styles
- **Formulate** Sales strategies
- **Assess** sales force performance
- **Appraise** sales structures

Outline

1. Role of selling in marketing
2. Sales strategies
3. Managing the sales force
4. Evaluating sales force performance

Prerequisites

Key concepts to understand :

Key concepts in marketing and sales

Knowledge of :

Attend each of the course and be precisely on time

Teaching material

Documents in all formats

- Guide

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT
- Keynote

Additional electronic platforms

- Slideshows
- Other

Recommended reading

Major works :

Barth (2010), Le management commercial, Dunod.
Jobber & Lancaster (2006), Selling and Sales management, 7th edition, Pearson.
Kotler & Keller, Marketing management (2009), Pearson.
Tanner, Honeycutt & Erffmeyer (2009), Sales management, Pearson

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral (20 min) / individual / English / weighting : 45%

This evaluation serves to measure LO1.1, LO1.2, LO2.3

Intermediate evaluation / continuous assessment 2 :

oral / individual / English / weighting : 10%

additional information : Participation

This evaluation serves to measure LO1.1, LO1.2, LO2.3

Final assessment : last session

written (90 min) / individual / English / weighting : 45%

additional information : Exam

This evaluation serves to measure LO1.1, LO1.2, LO2.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.