

# Sales Management ONSITE (EM1F5MK2)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :International sales and distribution : 15 ECTS.</b> <ul style="list-style-type: none"><li>• PGE 3A - International and European Business (IEB)</li></ul>
Discipline	Sales management
Year	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	45

## Coordinator

**Delphine THEURELLE-STEIN**

## Lecturers

Instructor	Population	Email
Delphine THEURELLE-STEIN	Population	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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

## Contribution of the course to the educational objectives of the program

**How the course contributes to the program :**

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

## 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

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**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

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

## Prerequisites

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**Key concepts to understand :**

Key concepts in marketing and sales

**Knowledge of :**

Attend each of the course and be precisely on time

## Teaching material

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**Documents in all formats**

- Guide

**Software**

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

**Additional electronic platforms**

- Slideshows
- Other

## Recommended reading

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**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

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**Intermediate evaluation / continuous assessment 1 :**  
written + oral (20 min) / individual / English / weighting : 45%

**This evaluation serves to measure L01.1, L01.2, L02.3**

**Intermediate evaluation / continuous assessment 2 :**

oral / individual / English / weighting : 10%

additional information : Participation

**This evaluation serves to measure L01.1, L01.2, L02.3**

**Final assessment : last session**

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

additional information : Exam

**This evaluation serves to measure L01.1, L01.2, L02.3**

## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.