

MKT3033E Sales Management and Neogitation Techniques

Syllabus – Summer Semester 2020

1. GENERAL COURSE DETAILS

Title:	Sales Management and Neogitation Techniques (MKT3033E)
Language:	English
ECTS-Credits:	3
Level:	Bachelor Advanced level
Participants:	
Start of Course:	March 26 th .
Time and Place:	Thursday, 3:30 - 5:00 p.m.; alfaview
SWS:	2 (45 minutes)
Workload:	tbd
Requirements:	Participants should have completed all the foundation courses in Marketing and Strategic Management. In addition, a high proficiency in English is required (B2), this is not a language course.

2. DESCRIPTION OF COURSE:

Sales Management consists of more, than just selling. Both, structured sales management as well as selling itself, are hardly taught subjects in higher education. Due to the fact, that the majority of all marketing-related jobs are to be found in business practice in the field of sales, this course aims to provide students with an overview of that discipline.

The course will provide the students with a comprehensive understanding of the concepts and principles of Sales Management and its applications. Furthermore, students should get insight into Sales Management as career. The course will be held in English.

3. LEARNING OBJECTIVES

After the course, you will be capable of...

- reproducing core concepts for B2B and B2C sales management, explaining the market behaviour by consumers, business organizations and competition,
- recognize, translate and apply the foundations of conceptual sales management as well as
- naming, rephrasing and employing the instrumental elements of sales management as being an integral part of an enhanced marketing mix and at least,
- differentiating their use by putting together strategic and instrumental sales management elements against the background of specific business cases in order to appraise and argue management decisions

4. LEARNING OBJECTIVES

The following illustrates how the course in Sales Management supports the Learning Objectives of General Management Education.

Learning Objectives (General Management)	Contribution of Course
3.1 Fundamentals of Management	Understanding the dependencies between a changing market environment and the related threats and opportunities for most parts of the German Industry, as well as Society as a whole.
a. Critical thinking and analytical capability: identification of problems, their subsequent analysis (including collection of relevant information), developing alternative solutions and evaluating them for the most appropriate solution.	Developing solutions to future perspectives and evaluating the "most appropriate" solution in order to deliver stable further business, also considering stakeholder interests of human beings, as well as nature.
3.3 Ethical awareness: recognizing conflicts and developing realistic solutions.	Addressing selected questions/problems relating to company/business ethics, e.g. company goals, social responsibility et cetera, linked to the field of managing a business under current and future market conditions.

5. COURSE CONTENT and CLASS SCHEDULE

Part One – Sales Perspective

1. *Development and role of selling in marketing*
2. *Sales strategies*

Part Two – Sales Environment

3. *Sales settings*
4. *Sales responsibility and preparation*
5. *Personal selling skills – Negotiation Techniques*

Part Three – Sales Technique

6. *Key Account Management/Relationship selling*
7. *Direct Marketing*
8. *Internet and IT applications in Selling and Sales Management*

Part Four – Sales Management

9. *Recruitment and selection/ Motivation and Training*
10. *Organization and compensation*
11. *Career in Sales Management*

Part Five – Sales Control

12. *Sales forecasting and budgeting*
13. *Salesforce evaluation*

Week Date	Topic	Chapters
1 03-26	<ul style="list-style-type: none"> • Introduction/ Kick-off-meeting PART ONE - SALES PERSPECTIVE 1. Development and role of selling in marketing	1

2 04-02	2. Sales strategies	2
3 04-09	Part Two – Sales Environment 3. <i>Sales settings</i>	
4 04-16	4. <i>Sales responsibility and preparation</i>	
5 04-23	5. <i>Personal selling skills – Negotiation Techniques</i>	
6 04-30	Part Three – Sales Technique 6. <i>Key Account Management/ Relationship selling</i>	
7 05-07	7. <i>Direct Marketing</i> 8. <i>Internet and IT applications in Selling and Sales Management</i>	
8 05-14.	<i>Practice Workshop Negotiation 1 Day or Continuation of Online-Seminar</i>	
9 tbd.		
10 tbd.		
11 tbd		
12 tbd		
13 tbd		
14 tbd		

5. DIDACTICAL APPROACH

The didactical approach is a formal lecture, including both theory and examples, but it is based upon interactive support from the students. In order to achieve an ongoing dialogue – students are invited to work within teams on case studies and to present them in class (see section 6).

Due to the practical orientation of the subject, students are supposed to practice negotiation skills in a one-day workshop.

The basis for successful sessions is: mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform and inevitably results in an interesting and stimulating atmosphere in which learning and personal growth can also be fun. A few fundamental rules should be remembered:

- Be present – offline: No smart phones in class
- All relevant material is brought to the sessions,

6. METHOD of ASSESSMENT: Seminar Paper, Class Case Presentation and Discussion

In order to apply the lecture content, students are invited to do practical case study work in groups. The case study work is meant to deepen the theory, we discussed in class in a practical perspective. Students have to work on the cases at home and connect and organize themselves for group-work. We use time in class to discuss your findings. So please be prepared.

In total, we will work on 6 cases.

The total sum will make up the equivalent to a written exam.

In the first week of class, teams of 5 people (not more!) will be formed by participants on a volunteer basis which will remain together during the whole term. Ensure, that you have mixed nationalities! During the course of the class there will be various case studies, which will be discussed in at the beginning of the following lecture and then the solution will be presented by a volunteering team (or randomly selected team) to the whole class.

Before the class starts, each group has to hand in a written case study analysis, based on

- a) Own research of the topic
- b) Structure as mentioned in case description.

Afterwards, provide short, literature/source-based answers to the questions of each case.

A minimum of 6 case study solutions is needed to qualify for the grading (out of the 6 exercises/cases being discussed). A combined grade will be formed by all the solutions handed in (one grade per group). The final mark of the lecture will comprise in an average sum of the case studies, which students handed in.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average performance
- 2.0 Good, above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance.

7. DOCUMENTS for the SEMINAR

The Syllabus, can be downloaded on the E-learning-Platform under <http://elearning.hs-pforzheim.de>.

Besides research of industries, markets and companies as mentioned in the cases, you are invited to check scientific sources as well.

Doing so, you might check National Libraries (GER, UK, USA) for monographies and reading lists of university chairs. For journals see Jourqual-listings (see: <https://www.vhbonline.org/vhb4you/vhb-jourqual/vhb-jourqual-3>)

8. CONTACT DETAILS

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colloquium: tursdays, 3.30-5:00 p.m.

9. LECTURER

Kai Alexander Saldsieder holds a Master´degree in Business Administration from the Helmut-Schmidt-University/ University of the Federal Armed Forces of Hamburg, an Executive MBA from the Henley Business School/University of Reading in England and a Ph.D. in Marketing from the University of Hamburg, Germany. In 2008, he became professor of General Management and International Business at Pforzheim University. Before that, he served for 10 years in the German Army as an Officer (Captain) of the Armored Corps as well as in Public Relations and as a Military Journalist. Hereafter, he worked for almost another ten years as a Manager/Director in the field of Business Development and Trade Marketing at Procter & Gamble, Metro Goldwyn Mayer and Hasbro. At least, Professor Saldsieder accompanied the turnaround of a medium-sized corporation in the health care segment as Interims-CEO.