

# Sales Management

**EM1F5MK2**

**Semester**

B

**Discipline**

Sales management / Negotiation

**Contact hours**

**24 H**

**Number of spots**

45

**Open to visitors**

Yes

**Language**



**Coordinator**

Delphine THEURELLE-STEIN



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Delphine THEURELLE-STEIN	<a href="mailto:delphine.theurelle-stein@em-strasbourg.eu">delphine.theurelle-stein@em-strasbourg.eu</a>	24 h

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### Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

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## 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.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations

### Interaction

- Discussions/debates
- Personal accounts

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 5) **Formulate** Sales strategies
  - - (level 5) **criticize** sales practices
  - - (level 6) **Assess** sales force performance
  - - (level 6) **Appraise** sales structures
  - - (level 6) **organize** the sales force
  - - (level 6) **organize** sales force structures
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- - (level 6) **facilitate** people motivation and engagement
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### **Affective domain**

Upon completion of this course, students should be able to

- - (level 5) **display** a responsible people management
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## **Outline**

1. Role of selling in marketing
  2. Sales strategies
  3. Managing the sales force
  4. Evaluating sales force performance
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## **No prerequisite has been provided**

### **Knowledge in / Key concepts to master**

Attend each of the course and be precisely on time  
Key concepts in marketing and sales

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## **Teaching material**

### **Mandatory tools for the course**

**No items in this list have been checked.**

### **Documents in all formats**

**No items in this list have been checked.**

### **Moodle platform**

**No items in this list have been checked.**

### **Software**

- Keynote

### **Additional electronic platforms**

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

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

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Additional literature

**No reading material has been provided.**

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### **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered

**No reading material has been provided.**

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## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : see Google drive

Written and oral (15 Min.) / Group / English / Weight : 40 %

**Details :** Deadline for the written report: 8 days before the presentation

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO4.1-PGE**

**Intermediate assessment / continuous assessment 2** Other (date, pop quiz, etc.) : toutes séances

Oral / Individual / English / Weight : 10 %

**Details :** Participation

**Final evaluation** Last class

Written (90 Min.) / Individual / English / Weight : 50 %

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO4.1-PGE**