

EM1F5MK2

Program

PGE
PGE 3A - International and European Business (IEB)

UE

International sales and distribution

Semester

B

Discipline

Sales management / Negotiation

Contact hours

24 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Delphine THEURELLE-STEIN	delphine.theurelle-stein@em-strasbourg.eu	24 h

Pedagogical contribution of the course 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.

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.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **Clarify** the role of selling in marketing
 - - (level 3) **Illustrate** the responsibilities of sales management
 - - (level 4) **Analyze** different leadership styles
 - - (level 5) **Formulate** Sales strategies
 - - (level 6) **Assess** sales force performance
 - - (level 6) **Appraise** sales structures
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

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

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.

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

Additional literature

No reading material has been provided.

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.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) :

Written and oral (20 Min.) / Individual / English / Weight : 45 %

This evaluation is used to measure L01.1, L01.2, L02.3

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

Oral / Individual / English / Weight : 10 %

Details : Participation

This evaluation is used to measure L01.1, L01.2, L02.3

Final evaluation Last class

Written (90 Min.) / Individual / English / Weight : 45 %

Details : Exam

This evaluation is used to measure LO1.1, LO1.2, LO2.3