

<b>Module: Strategic Sales Management</b>	
<b>Module Title:</b>	Strategic Sales Management
<b>Module Team:</b>	Prof. Dr. Alexander H. Kracklauer, alexander.kracklauer@hs-neu-ulm.de, Tel: +49(0)731-9762-1416, Room: Centre for Marketing & Sales (E312)
<b>Credits:</b>	9 ECTS
<b>Pre-requisite(s):</b>	None Specified
<b>Co-requisite(s):</b>	None Specified
<b>This module is a component of the following Award(s):</b> MSc International Brand and Sales Management, MSc Marketing	
<b>Aim of the module:</b> Strategic Sales Management is an important key to success. It guarantees that market success is not lacking in practical relevance but is planned and realised close to markets and customers. Students need to understand this important role that sales activities can play in organizational success. For this, the module aims to introduce the students to all relevant dimensions of successful strategic sales management and afford an opportunity to them to scrutinize current problems of sales management using a scientific approach. To broaden students' theoretical knowledge, they will discuss case studies using various aspects of international sales management.	
<b>Synopsis of module content:</b> <b>Strategic Sales Management and Sales Instruments</b> Students attain a detailed understanding of the essential technologies and methods that are most important in a later executive career. <ul style="list-style-type: none"> <li>a) Sales Strategy: customer segmentation &amp; customer centrality, competitive advantages, distribution channels, multi-channel management, pricing, management by objectives, e-business strategies, buying behaviour.</li> <li>b) Sales Management: sales controlling, sales organisation and planning, sales force management (techniques &amp; tools), sales culture.</li> <li>c) Customer Relationship Management (CRM): CRM model, prospect acquisition, customer loyalty, customer retention, customer value analysis, evolution of customer relationships and implementation of CRM, partnering, international key account management.</li> <li>d) Information Management: user-oriented information systems, customer information, information about competition, market information, internal IT management, CAS / CRM.</li> </ul> <b>Sales Management Seminar</b> The students use several scientific methods in order to be prepared to set up a master thesis; they acquire theoretical and didactic abilities in the use of MS PowerPoint and other media in front of the class. They negotiate their behaviour within inter-group problem-solving procedures and learn to set up ad hoc problem-solving strategies. The topics of the several papers will be announced by the lecturer at the start of the course. <b>Sales Management Case Studies</b> The discussed cases originate from diverse branches (services, retailing, consumer goods etc.) and thus give a broad overview of miscellaneous issues in international surroundings. Special attention will be drawn to ethical topics (corporate social responsibility etc.). The topics of the several papers will be announced by the lecturer at the start of the course.	
<b>Teaching Methods:</b> The module will be delivered through a blended learning approach by combination of some	

or all of the following: formal lectures and guest speakers, tutorials/workshops, case studies, video news stories, discussion groups and multi-media presentations.

**Learning Outcomes:**

In order to complete the module successfully, students are expected to be able to demonstrate a critical reflection of theoretical and conceptual bases of strategic sales management, and of the emerging themes which impact on it.

**Assessment requirements:**

The module is divided into different subjects, which are assessed differently. The overall grade of the module will be the outcome of the average of the three different grades.

**Strategic Sales Management and Sales Instruments**

The learning outcome will be assessed by a written examination of 90 minutes.

**Sales Management Seminar**

The learning outcome will be assessed by an individual assignment of 5000 words which will require the students to demonstrate a critical reflection of the theories and concepts presented in the module. The key insights of the assignment will have to be presented visually using MS PowerPoint or other media.

**Sales Management Case Studies**

The learning outcome will be assessed by a presentation using MS PowerPoint or other media and the appending handout, which will require the students to demonstrate a critical reflection of the theories and concepts presented in the module.

**Concise Indicative Reading List:**

- Doyle, P. - Value-Based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value (latest edition)
- Peelen, E. - Customer Relationship Management (latest edition)
- Johnston, M.W., Marshall, G.W. – Sales Force Management (latest edition)
- Blattberg, R.C., Kim, B.-D., Neslin, S.A. – Database Marketing. Analyzing and Managing Customers (International Series in Quantitative Marketing) (latest edition)
- Anderson, E. - Harvard Business Review on Strategic Sales Management (latest edition)
- Friedman, L.S., Furey, T. - Channel Advantage: Using Multiple Sales Channels to Reach More Customers, Sell More Products, Make More Profit (latest edition)

At this stage of studies it is expected that, in addition to the texts identified above, students will supplement their reading with appropriate journal articles. Electronic access is available to many journals (more information in the HNU library). Although it is expected that students will source appropriate articles from a range of academic journals, key sources on marketing topics are:

- Journal of Marketing Management
- Journal of Brand Management
- Journal of Services Marketing
- Journal of Personal Selling and Sales Management

**Key Skills delivered by this module:**

1. The development of personal initiative, attitudes of responsibility, and systematic approaches to problem solving and project management
2. The ability to develop creative and original solutions to strategic sales management problems, and to communicate these efficiently
3. Developing the personal attitudes which characterise effective researchers, including self-awareness and critical ability.

**Validation Details:** This module is validated.

