



Sales Management – Tentative Course Outline



Date	Time	Room	Main Topics
Tue, 3.12.2019	14-16	J2	01 Course Overview & Introduction 02 Selecting and Managing (Multiple) Sales Channels
Thu, 05.12.2019	10-12	J2	03 The Selling Process and Selling Techniques
Fr, 06.12.2019	08-12 (afterwards Meet & Greet)	J2	Tutorial 1: Case Study Guest Lecture
Tue, 10.12.2019	14-16	J2	04 Sales Force Sizing and Organization
Thu, 12.12.2019	10-12	J2	05 Sales Person Selection and Development
Fr, 13.12.2019	08-12	J2	06 Coordination and Integration of Marketing and Sales Tutorial 2: Presentation of Case Study <i>(Early Exam Period (December 14 to 20, 2018))</i>
Tue, 07.01.2020	14-16	J2	07 Sales Territory Design
Thu, 09.01.2020	10-12	J2	08 Managing Selling Effort
Fr, 10.01.2020	08-12 (afterwards Meet & Greet)	J2	Tutorial 3: Presentation of Case Study Guest Lecture

Please note: The course outline is **tentative** and may be **subject to change** within the scheduled dates of the course. Due to this semester's term structure having only 6 weeks in Term 2 compared to 8 weeks in Term 1 we are compelled to follow a rather **dense lecture and tutorial program**. We did our best to schedule the dates as **convenient** as possible for the students, that is, e.g., keeping the last two meetings of the semester free for exam preparation.





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Date	Time	Room	Main Topics
Tue, 14.01.2020	14-16	J2	09 Motivating the Salesforce
Thu, 16.01.2020	10-12	J2	10 Compensating the Sales Force
Fr, 17.01.2020	10-12 (afterwards Meet & Greet)	J2	Guest Lecture
Tue, 21.01.2020	14-16	J2	11 Evaluation and Control of Sales Force Performance
Thu, 23.01.2020	10-12	J2	Tutorial 4: Presentation of Readings
Fr, 24.01.2020	08-12	J2	Tutorial 5: Presentation of Readings & Evaluation of Simulation
Tue, 28.01.2020	14-16	J2	12 Ethical Issues I Wrap-up (13 Innovations in Sales Force Management (Self-Study))
Thu, 30.01.2020	10-12	J2	no lecture
Fri, 31.01.2020	8-12	J2	no lecture

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