



Course Overview

Version: October 13, 2020

This schedule is subject to change!
Please stay informed to receive the latest updates!



Main Topics	Date	Time	Room
1 Course Overview & Introduction to Sales Management	Tue, Dec 15, 2020	14-16	Zoom Live
<i>Early exam period December 16 to 22, 2020 and Christmas and New Year's "Break" until January 6, 2021</i>			
2.1 Selecting and Managing (Multiple) Sales Channels	uploaded until Thu, Jan 7, 2021		Rec
Tutorial 1: Case Study	Fri, Jan 8, 2021	08-10 or 10-12	Zoom Live
2.2 Coordination and Integration of Marketing and Sales	uploaded after Tutorial 1		Rec
3.1 The Selling Process and Selling Techniques	uploaded until Tue, Jan 12, 2021		Rec
Tutorial 2: Presentation of Case Study	Thu, Jan 14, 2021	10-12	Presence Live
BLOCKER: Simulation Game	Fri, Jan 15, 2021	08-12	tba
3.2 Sales Force Sizing and Organization	uploaded until Thu, Jan 21, 2021		Rec
3.3 Selection and Development of Salespersons			
Tutorial 3: Presentation of Case Study & Guest Lecture by <i>Mars GmbH</i>	Fri, Jan 22, 2021	08-12	Presence Live
3.4 Deployment – Sales Territory Design	uploaded until Thu, Jan 28, 2021		Rec
3.5 Deployment – Managing Selling Effort			
Optional Q&A Session for Chapters 2.1 – 3.5	Thu, Jan 28, 2021	10-11	Zoom Live
Tutorial 4: Presentation of Case Study & Guest Lecture by <i>Engelhard Arzneimittel GmbH & Co. KG</i>	Fri, Jan 29, 2021	08-12	Presence Live
3.6 Motivating the Sales Force	uploaded until Thu, Feb 4, 2021		Rec
3.7 Compensating the Sales Force			
Guest Lecture by <i>Dow The Chemical Company</i>	Fri, Feb 5, 2021	10-12	Presence Live
4 Evaluation and Control of Sales Force Performance	uploaded until Fri 5, 2021		Rec
5 Ethical Issues in Sales Force Management			
6 Innovations in Sales Force Management (Self-Study)			
Wrap-up	Tue, Feb 9, 2021	14-16	Zoom Live

Regular exam period February 15 to 26, 2021

Zoom Live = We will have a live session via Zoom during the indicated time.

Rec = The session will be provided as a recorded lecture via Learnweb.

Presence Live = We will meet in person in a designated lecture hall (in compliance with COVID-19 rules). Please, be aware that this is still subject to change. Eventually, the session will be held as Zoom Live.

