



Course Overview

Version: September 28, 2021

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



Main Topics	Date	Time	Format	Room
1. Introduction to Sales Management & 2.1 Selecting and Managing Multiple Sales Channels	Tue, Oct 12, 2021	14-16	Online Live	Zoom
2.2 Coordination and Integration of Marketing and Sales	Thu, Oct 14, 2021	10-12	Hybrid Presence	H2
Tutorial 1: Case Study Guest Lecture by <i>Mars GmbH</i>	Fri, Oct 15, 2021	08-12	Online Live	
3.1 The Selling Process and Selling Techniques	Tue, Oct 19, 2021	14-16	Recording	
3.2 Sales Force Sizing and Organization	Fri, Oct 22, 2021	08-10	Recording	
3.3 Selection and Development of Salespersons		10-12	Recording	
3.4 Deployment – Sales Territory Design	Tue, Oct 26, 2021	14-16	Recording	
3.5 Deployment – Managing Selling Effort	Thu, Oct 28, 2021	10-12	Recording	
Tutorial 2: Group Presentations Guest Lecture by <i>Engelhard Arzneimittel</i>	Fri, Oct 29, 2021	8-12	Hybrid presence	F4
3.6 Motivating the Sales Force	Tue, Nov 2, 2021	14-16	Hybrid presence	F2
3.7 Compensating the Sales Force	Thu, Nov 4, 2021	10-12	Recording	
Tutorial 3: Group Presentations Optional Q&A Session for Chapters 2.1 – 3.7	Fri, Nov 5, 2021	08-12	Hybrid presence	F4
4. Evaluation and Control of Sales Force Performance	Tue, Nov 9, 2021	14-16	Recording	
5. Ethical Issues in Sales Force Management	Thu, Nov 11, 2021	10-12	Hybrid presence	H2
Tutorial 4: Group Presentations Guest Lecture by <i>Dow</i>	Fri, Nov 12, 2021	08-12	Hybrid presence	F4
6. Innovations in Sales Force Management	Tue, Nov 16, 2021	14-16	Recording	
Wrap-up	Thu, Nov 18, 2021	10-12	Online Live	Zoom
Lighting Rounds Simulation Game	Fri, Nov 19, 2021	08-12	Online Live	Zoom
Informative Session Exam & Announcement of Winners of the Simulation Game	Tue, Nov 23, 2021	14-16	Online Live	Zoom

Early exam period December 16 to 23, 2021

Please note that the information in the "Room" column is preliminary and should be used with great caution. As the situation in October cannot be predicted at this stage, we reserve the right to resort to digital teaching aids and thus to Zoom and/or video recordings.

