



Course Overview

Version: August 11, 2022

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



Main Topics	Date	Time	Format	Room
1. Course Overview	Tue, Nov 29, 2022	14-16	In-class	J490
2.1 Selecting and Managing Multiple Sales Channels	Uploaded until Thu, Dec 1, 2022		Recording	
2.2 Coordination and Integration of Marketing and Sales	Uploaded until Fri, Dec 2, 2022		Recording	
Tutorial 1	Tue, Dec 6, 2022	14-16	In-class	J490
3.1 The Selling Process and Selling Techniques	Thu, Dec 8, 2022	10-12	In-class	J2
Optional Q&A Session Chapters 2.1 – 3.1	Fri, Dec 9, 2022	08 – 12	In-class	F4
Guest Lecture Mars				
3.2 Sales Force Sizing and Organization	Tue, Dec 13, 2022	14-16	In-class	J490
3.3 Selection and Development of Salespersons	Thu, Dec 15, 2022	10-12	In-class	
<i>Early exam period from December 16 to 22, 2022</i>				
3.4 & 3.5 Deployment – Sales Territory Design & Managing Selling Effort	Tue, Jan 10, 2023	14-16	In-class	J490
3.6 Motivating the Sales Force	Thu, Jan 12, 2023	10-12	In-class	J2
Tutorial 2	Fri, Jan 13, 2023	08 – 12	In-class	F4
Guest Lecture Engelhard Arzneimittel				
3.7 Compensating the Sales Force	Tue, Jan 17, 2023	14-16	In-class	J490
4. Evaluation and Control of Sales Force Performance	Thu, Jan 19, 2023	10-12	In-class	J2
Tutorial 3	Fri, Jan 20, 2023	08 – 12	In-class	F4
Optional Q&A Session Chapters 3.2 – 4				
5. Ethical Issues in Sales Force Management	Tue, Jan 24, 2023	14-16	In-class	J490
6. Innovations in Sales Force Management	Thu, Jan 26, 2023	10-12	In-class	J2
Tutorial 4	Fri, Jan 27, 2023	08 – 12	In-class	F4
Guest Lecture Dow				
Wrap-up (incl. Optional Q&A Session Chapters 5 – 6)	Tue, Jan 31, 2023	14-16	In-class	J490
Lighting Rounds Sales Management Simulation (SMS)	Thu, Feb 2, 2023	10-12	Zoom live	
Exam Information Session & Announcement of SMS Winner Teams	Fri, Feb 3, 2023	08-10	Zoom live	

Regular exam period (tba.)

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

