

Sales Management 2					
Identification number	Workload	Credits	Semester	When	Duration
N/A	150hrs	5	5 <sup>th</sup> /6 <sup>th</sup> sem.	At least once a year	1 semester
1	<b>Lectures</b> Sales Management 2	<b>Class contact time</b> 4 contact hrs / 60hrs	<b>Self-study</b> 90hrs	<b>Planned group size</b> 25 students	
2	<b>Learning Outcomes / Skills</b> <i>Professional Competences:</i> <i>Upon completion of the module, students will be able to:</i> <ul style="list-style-type: none"> <li>• Work independently or in a team on a specific marketing and sales challenge with strong reference to practice</li> <li>• Apply the marketing and sales techniques and frameworks learned in the courses Marketing and Sales Management I to this marketing and sales challenge</li> <li>• Successfully communicate the working result</li> </ul> <i>Interdisciplinary competences:</i> <ul style="list-style-type: none"> <li>• exchange information and problems in dialogue with others and jointly develop solutions</li> <li>• Create a presentation on a predefined topic</li> <li>• Improve presentation skills</li> </ul>				
3	<b>Contents</b> <ul style="list-style-type: none"> <li>• use of techniques and frameworks to analyze a specific company's situation (internal and external analysis)</li> <li>• also analyse – if given – internal company data</li> <li>• discuss and evaluate different approaches which could be used to solve the marketing and sales challenge</li> <li>• come to a reasoned recommendation including implementation plan</li> <li>• synthesize the analysis and suggested solution in a convincing presentation</li> </ul>				
4	<b>Course type</b> Project work				
5	<b>Participation requirements</b> Knowledge of "Foundations of Marketing", sufficient knowledge of English				
6	<b>Examination form</b> Presentation (length 30 minutes, handout)				
7	<b>Requirements for the Awarding of Credit Points</b> Minimum grade of "sufficient" in the examination				
8	<b>Application of the Module</b> (in other programmes of study) BA Business Administration BA International Business and Management BA Industrial Engineering and Management				
9	<b>Weight of the grade in the final overall grade</b> 5/270				
10	<b>Module supervisor;</b> full-time lecturers <b>Prof. Dr. Schlottmann</b>				
11	<b>Other information</b> Reading list (as currently applicable): <ol style="list-style-type: none"> <li>Jobber, D.; Lancaster, G.: Selling and Sales Management</li> <li>Johnston, M.; Marshall, G.: Contemporary Selling – Building Relationships, Creating Value</li> <li>Johnston, M.; Marshall, G.: Sales Force Management</li> </ol>				

**ATTENTION: This is a translation of the original. Only the module manual in its German form is legally binding.**