Detailed course unit executive plan and programme						
Course unit code	46387, BE149					
Course unit title	SALES MANAGEMENT					
GENERAL INFORMATION						
Study programme	Graduate study program: Business Economics				Year	1.
Director of the course and assistant	Assistant Professor, Erik Ružić, Ph.D. E-mail: erik.ruzic@unipu.hr					
Course status[1]	X	Mandatory		Elective		

Credits allocated and type of lectures		
	Winter semester	Summer semester
ECTS students workload	**6**	
Number of hours per semester	60 (2L-2S)	

Course objectives, teaching and learning methods and learning outcomes

The main aim of the course is to enable students to manage the sales process and the sales effort within organizations. The course provides students with understanding of professional business-to-business (B2B) sales. It also provides the students with the key skills necessary to be successful in sales management.

Requirements, correspondence and correlativity

Correspondence
1. Bocconi University, Milan
2. University of North Carolina Wilgminton

Correlativity
1. Marketing
2. Direct marketing

Course content (list of topics)

Development and role of selling in marketing
Sales strategies
Consumer and organizational buyer behavior
International selling and key account management
Recruitment and selection
Training and development
Motivation
Compensation
Organisation and sales force automation
Sales forecasting and budgeting
Salesforce evaluation
Personal selling and communication in sales and sales management
Salesperson`s self-management
The Psycology of Persuasion in Sales

Modes of instruction and acquiring knowledge (mark in **bold)**

Lectures	**Seminars and workshops**	**Exercises**	**Individual tasks**	**Multimedia and internet**
Distance learning	**Counseling**	Laboratory	**Tutorial**	Fieldwork

Student requirements

1. Class attendance and exercises and discussion participation
2. Seminar work/Project
3. Written exam

Assessment and evaluation of students (mark in **bold)**

Attendance	**Class participation**	Seminar paper	Experimental work

[1] Mark with „X“

Written exam	**Oral exam**	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class participation	45		1,6	10
Project	28		1	30
Written exam	47,5		1,7	30
Oral exam	47,5		1,7	30

Bibliography

Mandatory bibliography

1. Jobber, D., Lancaster, G. (2015) Selling and Sales Management, 10th ed., Pearson Education Ltd., Harlow.
2. Lewicky, R.J.,Barry, B., Saunders, D.M. (2012.) Essentials of Nagotiation, New York: Mc Graw Hill.
3. Futrell, Ch., M. (2014) Fundamentals of Selling: Customers for Life Through Service, 13th ed., McGraw-Hill Irwin, New York.
4. Calvin, J.R. (2007.) Sales Management Demystified, New York: Mc Graw Hill.
5. Students notes from lecture

Additional bibliography

1. Manning, G.L., Ahearne, M., Reece, B.L. (2012.) Sales Management, New Jersey: Pearson Education.
2. Cialdini, R.B. (2007.) Influence, New York: HarperCollins.
3. Calvin, J.R. (2004.) Sales Management, New York: Mc Graw Hill.
4. Ingram, T.N., LaForge, R.W., Schwepker, H.R. Jr, Avila, A.A., Williams, M.R. (2008.) Professional Selling, Mason: Thomson South Western.

Additional information on the course

The course examines the role of the personal selling in the business-to-business (B2B) context. In addition, explains in detail the steps of the sales management process and are focused on the skills required in order to become a successful salesman and in order to become successful in managing the sales function. The students will develop their skills especially in the areas of interpersonal communication and negotiation. The course explains the role of the psychology in sales with the aim to highlight their importance and enhance the persuading skills of the future sales managers.