

## SUBJECT TEACHING GUIDE

### M231 - Management of Sales Teams

#### Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M231 - Management of Sales Teams				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	LUIS VELLIDO ESCUDERO				
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 0. DESPACHO PROFESOR (E033)				
Other lecturers					

### 3.1 LEARNING OUTCOMES

- To achieve the ability to manage relationship with customers and the minimum levels expressed in competency section.

### 4. OBJECTIVES

- 1.- To know how sales departments works in order to achieve the goals of the company strategy objectives .
- 2.- To manage the specific tasks and the requeriments of the sales departments , also to evaluate the requirements of those who are to perform them.
- 3.- To understand the analysis of sales usefulness, costs and performance to monitor the performance of sales staff .

6. COURSE ORGANIZATION	
CONTENTS	
1	<p>TOPIC 1 The importance of the sales force in business management</p> <p>1.1 Evolution of the sales force as a commercial tool</p> <p>1.2 The role of sales management in the management of companies</p>
2	<p>TOPIC 2 Structuring the sales force in the business management</p> <p>2.1 Alternative forms of built sales forces</p> <p>2.2 Market opportunities analysis</p> <p>2.3 Sales territories</p> <p>2.4 Sales forecast</p>
3	<p>TOPIC 3 About salesmen</p> <p>3.1 The role of the salesperson</p> <p>3.2 Characteristics associated with excellence in sales</p> <p>3.3 Leadership and motivation of sales teams</p>
4	<p>Topic 4 Evaluation of the Salesman's activity</p> <p>4.1 Sales and evaluation criteria</p> <p>4.2 Cost control</p> <p>4.2.1 Salesforce sizing</p> <p>4.2.2 Sales incentives planning</p>

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Individual exam	Activity evaluation with Virtual Media	Yes	Yes	40,00
Individual evaluation	Oral Exam	Yes	Yes	20,00
Work in groups	Work	Yes	Yes	40,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
The student will pass the subject when the sum of the notes of each one of the parts referred to above, with indicated percentages, is superior to 5.				
<b>Observations for part-time students</b>				
Students enrolled on a part-time basis must take a written examination and deliver the work in a 'Word' format, which they have agreed with the teacher, before the written examination.				
The part-time students will pass the course when the sum of the notes of the work and the written exam exceeds 5. Note of the written exam must be upper than 4.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
<b>BASIC</b>
Churchill, G.A.; Ford, N.M. y Walker, O.C. (1994): Dirección de Ventas. Promociones Jumerca. Valencia.

