

SUBJECT TEACHING GUIDE

822 - Management of Sales Teams

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

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	822 - Management of Sales Teams				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	INNA ALEXEEVA ALEXEEV				
E-mail	inna.alexeeva@unican.es				
Office					
Other lecturers					

3.1 LEARNING OUTCOMES

- Knowledge and skills to achieve optimal management of sales teams.

4. OBJECTIVES

- Know the role of the sales force as a tool for companies.
- Delimit the tasks and requirements of the sales force.
- Understand the usefulness of sales, costs and behavior to control the performance of sales force.

6. COURSE ORGANIZATION

CONTENTS

1	IMPORTANCE AND STRUCTURE OF THE SALES FORCE - Evolution of the sales force as a commercial tool - Sales management - Forms of organization of the sales force - Analysis of market opportunities and definition of sales territories
2	THE SALES TEAM: LEADERSHIP, MOTIVATION AND EVALUATION - The role and characteristics of the excellence in selling - Leadership and motivation of sales team - Evaluation of the activity of sales team

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Activity evaluation with Virtual Media	No	Yes	50,00
Team work	Work	No	Yes	40,00
Participation in group dynamics	Others	No	No	10,00
TOTAL				100,00
Observations				
The student will pass the subject when the sum of the grades of each of the parts, applying the indicated percentages, is greater than 5.				
Observations for part-time students				
An exam and individual work with all the contents of the subject.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Artal, M. (2005): Dirección de ventas. ESIC Editorial. Madrid.