1. Key Information
Module Code: 13586   Module Title: SALES MANAGEMENT / DIRECCION DE VENTAS
Credit Points: 4 ECTS   Module Status: Compulsory   Module Block: Business and management
Course Title: BSc in Engineering and Management   Module Theme: Marketing

2. Lecturer: Pablo Vergel   Tutorial Hours: TBC

3. Required Reading:
Selling and Sales Management   David Jobber, Geoffrey Lancaster & Kenneth Le Meunier-Fitzhugh
Distribution Channels: Management & Sales   Robert D. Hastings

4. General overview of the module
Sales is a key issue no matter which business model or activity is involved. At the end of the day, we are selling and buying all the time, but often we are not aware what is the logic, if any, behind sales and business generation.

In this module, we will review how sales and marketing interact, how consumers and customers buy, the main sales management principles, the main stages implied in a sale, how we can run sales teams, how we can attract talent to our sales team, reward talent and supervise sales teams in an efficient way.

5. Recommended prior knowledge
Code   Module
13532   Marketing
13585   Customer needs

6. Module objectives – Learning outcomes
Basic and general competences
CB2 – The students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through the production and defense of arguments, and the solving of problems within their area of study.
CB3 – Students have the ability to gather and interpret relevant data (normally within their field of study) to issue judgments that include reflection on relevant social, scientific and ethical issues.
CB4 – The students can transmit information, ideas, problems and solutions to an audience, whether specialized or general.
01 – The ability to work on teams in multilingual, multidisciplinary and multicultural environments.
04 – Learning to analyze the different elements that converge in the making of business decisions.
06 – The ability to make decisions in different environments, whether stable or uncertain.
Specific competences
02 – Interpret the impact of economic variables on business activity.
03 – Plan the implementation of business strategies.
04 – Understand the rationale and functioning of companies, as well as their systemic character and the processes and implications related to their development and growth.
05 – Design strategies for managing innovation by applying the appropriate techniques, models and tools.
08 – Know how to manage projects, being clear on the company’s organizational structure and functions.
09 – Define companies’ potential to meet the needs of their customers.
10 – Increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.
12 – Manage the information of a company using the appropriate technology and systems.

7. Teaching and learning units
Unit

### Sales and marketing
1.1. Introduction to sales and its roles.
1.2. Role of sales within marketing plans
1.3. Sales and marketing mix
1.4. Sales and strategy.

### Buying and selling
2.1. Buying as a consumer (B2C)
2.2. Buying as a professional buyer (B2B)
2.3. Behaviours and relationships

Schedule
Session/Week
3. Sales contexts
   3.1. Sales channels
   3.2. Retailing
   3.3. Services
   3.4. Sales promotion
   3.5. Exhibitions and trade shows
   3.6. Public relations

4. Sales Techniques
   4.1. Sales responsibilities and preparations.
   4.2. Sale finalization: The legal side
   4.3. Stages of personal selling

5. Key accounts
   5.1. Pros/cons
   5.2. Key account management
   5.3. Key success factors

6. Recruitment and selection
   6.1. Attracting talent
   6.2. Selection
   6.3. Training

7. Organisation, compensation and motivation
   7.1. Structure
   7.2. Leadership
   7.3. Motivation
   7.4. Compensation

8. Sales supervision.
   8.1. Forecasting
   8.2. Budget
   8.3. Evaluation
   8.4. Performance
   8.5. Reporting

8. Teaching and learning methods

<table>
<thead>
<tr>
<th>Unit</th>
<th>Theory (Classroom)</th>
<th>Practical (Classroom)</th>
<th>Practical (Laboratory)</th>
<th>Practical (Classroom)</th>
<th>Practical (ICT)</th>
<th>Self-guided study</th>
<th>TOTAL HOURS</th>
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<tbody>
<tr>
<td>1</td>
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<td>TOTAL HOURS</td>
<td>18</td>
<td>22</td>
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<td>110</td>
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9. Assessment

<table>
<thead>
<tr>
<th>Overview</th>
<th>Nº of activities</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Continuous assessment</td>
<td>Up to 4</td>
<td>40</td>
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<tr>
<td>Academic Assignments</td>
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<tr>
<td>2. Summative assessment</td>
<td>2</td>
<td>60</td>
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<tr>
<td>Business Case Solution (Mid Term)</td>
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<td>20</td>
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<tr>
<td>Open-answer questions (Final)</td>
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Student evaluation will consist of both continuous and summative assessments:

1. **Continuous assessment**: The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark.

2. **Summative assessment**: These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark.
Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.

In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.

Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.

<table>
<thead>
<tr>
<th>Students enrolling for the second time:</th>
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<tr>
<td><strong>Type</strong></td>
<td><strong>Description</strong></td>
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<tr>
<td><strong>Continuous assessment:</strong></td>
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<tr>
<td>Academic assignment</td>
<td>The submission of practical work carried out individually.</td>
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<td><strong>Synthesis tests:</strong></td>
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<tr>
<td>Open response test</td>
<td>Mid-term exam: Students will be examined on the content covered within the first part of the module (from Unit 1 to Unit 4). Combines both theoretical and practical contents.</td>
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<tr>
<td>Open response test</td>
<td>Final -term exam: Students will be examined on the content covered within the last part of the module (from Unit 5 to Unit 8). Combines both theoretical and practical contents.</td>
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All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.