

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
COURSE UNIT CODE	1107603	SEMESTER OF STUDY	6
COURSE TITLE	SALES MANAGEMENT		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures, Class Work/Workshops		5	5
COURSE UNIT TYPE	SPECIALISATION		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS			
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=112		

2. LEARNING OUTCOMES

Learning Outcomes
<p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Analyse contemporary forms of sales department organization for performance and sales growth in a globalized economy. • Evaluate the correct organizational structure of sales to be able to compete and improve their efficiency. • Apply modern sales techniques to meet the increased requirements under such a role in today's business environment. • Demonstrate the necessary conceptual background on the principles of personal selling process techniques and strategies. • Evaluate the potential for increasing sales through the adoption and proper use of personal selling techniques.
General Skills
<p>Team work Decision making Working in an international environment Adapting to new situations Search of analysis and synthesis of data and information with the use of necessary technology</p>

3. COURSE CONTENTS

1. Understanding the difference between marketing, negotiating and selling.
2. Different types of selling and the techniques associated with them.
3. The Eternal Triangle (Sales team, Organisation and Client)
4. Sales Force organisation
5. The Role of the Sales Manager
6. The Ethics of Selling
7. International Selling
8. The Psychological aspects of Sales
- 9) Role of a sales manager in an organisation
- 10) Personal selling processes
- 11) Customer relationship management
- 12) Specialisation and centralisation of the sales force function
- 13) Sales forecasting
- 14) Recruiting and staffing a sales force
- 15) Sales force training and development
- 16) Reward systems
- 17) Sales force evaluation methods

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	e-learning, p/c, video projector, interactive blackboard Students will be encouraged to take part in web based field trips and to identify and share relevant web based resources.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Class Work/WorkShops	26
	Preparation of Group Project	10
	Oral Presentation	10
	Independent and Directed Learning	40
	Total	125

ASSESSMENT METHODS

Final Examination (Multiple choice questions plus open-ended questions) 60%

Group Project (20%)

Oral Presentation (20%)

5. RESOURCES

P. Kyriazopoulos and P. Zairis (2005) Sales Techniques Publisher Synchrony Ekdotiki Athens (in Greek)

Journal of the Academy of Marketing Science <http://jam.sagepub.com>