

**COURSE DATA****Data Subject**

Code	35844
Name	Commercial and sales management
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	27 - Marketing management	Optional

Coordination

Name	Department
KUSTER BOLUDA, INES	43 - Marketing and Market Research

SUMMARY

The Commercial and Sales Management course has optional and is scheduled to teach in the first semester of the fourth year of the Degree in Business Administration, within the Curriculum Enhancing Sales Management, with materials and Communication Commercial Distribution Marketing. It is therefore a subject of specialization that focuses on the student delve into the field of sales management, both from a theoretical and practical perspective. Certainly this marketing tool has traditionally been undervalued, and yet their role in the company is key. The course contents have been structured into two interrelated parts.

Thus, in the first part, "[Introduction](#) to personal selling and sales management" develops the concept of personal selling that analyzes and develops the concept of long-term relationships with clients studied from the broader theoretical framework interpersonal relationship and the importance of communication as a key element of the process handling customer relations. It also examines the strategic understanding of the product and the customer as basic elements, which you should manage the vendor from a comprehensive training thereof. It also focuses attention on the relational and ethical approach in sales.



The second part, "Sales Management" discusses the management of the sales staff in its threefold dimension of sales plan development, management of sales team and sales program control. The core of this second block what are the vendor selection policy, training plans sales teams, the seller's motivation and reward and compensation systems, and control of vendors.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

OUTCOMES

1313 - Degree in Business Management and Administration

- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Show creativity.
- Show motivation for quality.
- Understand the keys to the functioning of the market and the effects of its different structures.
- Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.
- Be able to make decisions under certainty and uncertainty environments.
- Be able to relate the different elements that interact in the decisions of individuals.
- Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.
- Be able to plan, organise, control and evaluate the implementation of business strategies.
- Understand and assess the characteristics and usefulness of different business strategies, both at the competitive and corporate levels.



- Be able to identify the external client to whom the organisation is addressed.
- Be able to lead, train and motivate a sales team.
- Be able to take relationships with customers beyond the interchange situations.

LEARNING OUTCOMES

They are related to professional knowledge ("know-how") that the student must acquire throughout the development of the subject. Thus, the subject of Commercial and Sales Management seeks to promote the following skills or learning outcomes:

- Command of terminology and customs of professional development in communication, distribution and sales
- Create and manage a sales team
- Establish goals, incentives and organization of a sales network
- Develop the foundation for building lasting customer relationships
- Be able to conduct business and develop a budget and control its implementation
- Manage sources of information related to sales and sales management.
- Find, collect, manage and draw conclusions from that information.
- Find solutions to unforeseen problems that arise in business management.
- Ability in interpersonal relationships.
- Apply the theories and basics of supply and demand for different types of businesses.
- Ability to interconnect, relate and implement theoretical knowledge throughout the course are presented, so as to be able to make strategic decisions consistent from case-based information mostly real companies.
- Manage criteria, instruments and have skills in the process of information dissemination.

DESCRIPTION OF CONTENTS

1. Approach to the field of personal selling and sales management: the ethics

2. Personal selling through the relational prism

3. Relationship: prospecting, customer contact

4. Relationship development

**5. Maintenance and expansion of the relationship****6. Planning and organization of the sales force****7. Salespeople selection****8. Salesforce training****9. Motivation and compensation****10. Evaluation and control of the sales function and the individual sales person****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	9,00	0
Development of group work	22,00	0
Development of individual work	22,00	0
Preparation of evaluation activities	35,00	0
TOTAL	148,00	

TEACHING METHODOLOGY

Teaching methodology to be developed in the course must effectively contribute to achieving the educational objectives, skills, competencies and social skills. In this sense, the theoretical methodology is mainly based on the teacher's explanations and the study of some of the basic manuals listed in the bibliography. Additionally, it will be necessary to read specific content contained in the readings displayed on each of the subjects. Meanwhile, in practical classes required active participation of the student, under the direction of Professor develop exercises and applications on the content of the course. The following explains in more detail the methodology used in both classes as proposed educational resources.



EVALUATION

The subject will be assessed through both tests (test, objective and oral) and through observation techniques. The tests consist of work to present along the course and tests (with test questions and / or objective) and oral presentation of the work or internships. Observation techniques to assess the student's ability to work together, argue and defend ideas as well as their attitudes according to criteria of fairness, equality and respect for human rights. In addition, students may be asked to attend seminars, conferences, workshops, etc. outside the classroom.

In order to pass the subject, the two parts of the assessment must be passed (5 out of 10) (written test and continuous assessment). In case of not overcoming any of the parts, the average grade will not be calculated and the final grade of the subject will be that of the part not passed. For the second call, the note of the surpassed party will be saved.

Written test: 60% of the final grade of the subject. It is recoverable in the second call.

Continuous assessment: 40% of the final grade of the subject. It is NOT recoverable in the first call. In order to be approved in the second call, a practical exam must be passed, in addition to having delivered the resolution the practical cases indicated by the teacher for the second call.

Use of Artificial Intelligence: Artificial Intelligence Use Policy Statement: students on the Business and Sales Management course are encouraged to responsibly use artificial intelligence (AI) tools for information analysis and research, while maintaining academic integrity and complying with ethical and legal standards.

REFERENCES

Basic

- Román, S. y Küster, I. (2014). "Gestión de la venta personal y de equipos comerciales". Madrid: Paraninfo
- Hunt, C. S.; Ditz, G.; Hansen, J.D. (2023): Ventas profesionales. Porque todos somos vendedores. McGraw Hill Interamericna de España.