# Course Syllabus

**Unit**  
Strategic Growth and Sales Management

**Module**  
Strategic Growth and Sales Management

**Responsible for module**  
Prof. Dr. Alexander H. Kracklauer, alexander.kracklauer@hs-neu-ulm.de,  
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**Course type**  
Part of the specialisation “International Brand & Sales Management”

**Lecturer(s)**  
Prof. Dr. Alexander H. Kracklauer

**Language**  
English

**Semester**  
3rd semester

**Teaching methods / scale / members**  
Teaching methods: The unit will be delivered through a blended learning approach by combination of some or all of the following: formal lectures and guest speakers, discussion groups and multi-media presentations.  
Scale: 2 teaching hours per semester week  
Members: max. 30 students

**Work parameters**  
Total 90 hours, thereof ca. 22 contact hours in lecture form, ca. 68 hours self study (revision, exercises and exam preparation)

**Credit points**  
8 ECTS for entire module ‘Strategic Growth and Sales Management.  
Additional units to be attended:  
- ‘Growth and Sales Seminar’  
- ‘Growth and Sales Case Studies’

**Requirements for admission to the course**  
Enrolled Master Student
Good English

**Objectives**

Strategic Growth and Sales Management is an important key to success. It guarantees that market success is not lacking in practical relevance but is planned and realised close to markets and customers. Students need to understand this important role that sales activities can play in organizational success. For this the module aims to introduce the students to all relevant dimensions of successful Strategic Growth and Sales Management, which are essential for later managerial functions (like CEO, Sales Director, Key Account Management director).

**Content**

Students attain a detailed understanding of the following technologies and methods:

a) Sales Strategy: customer segmentation & customer centrality, competitive advantages, distribution channels, multi-channel management, pricing, management by objectives, ebusiness strategies, buying behaviour.

b) Sales Management: sales controlling, sales organisation and planning, sales force management (techniques & tools), sales culture.

c) Customer Relationship Management (CRM): CRM model, prospect acquisition, customer loyalty, customer retention, customer value analysis, evolution of customer relationships and implementation of CRM, partnering, international key account management.

d) Information Management: user-oriented information systems, customer information, information about competition, market information, internal IT management, CAS / CRM.

**Course achievement and examination**

Examination (90 min)

**Media**

Projector, blackboard, flip chart, handouts

**Literature**

- Doyle, P. - Value-Based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value (latest edition)
- Peelen, E. - Customer Relationship Management (latest edition)
- Johnston, M.W., Marshall, G.W. – Sales Force Management (latest edition)

At this stage of studies it is expected that, in addition to the texts identified above, students will supplement their reading with appropriate journal articles. Electronic access is available to many journals (more information in the HNU library). Although it is expected that students will source appropriate articles from a range of academic journals, key sources on marketing topics are:

- Journal of Marketing Management
- Journal of Brand Management
- Journal of Services Marketing
- Journal of Personal Selling and Sales Management

**Used instruction material**
Specific lecture notes; handouts; literature from the Internet, library, interlending

updated in May 2016