

COURSE GENERAL OVERVIEW

Key Data for the Course	
Course	DISTRIBUTION & SALES MANAGEMENT
Degree	MBA
Semester	2nd
ECTs Credits	3
Type	Elective
Departament	Marketing
Área	Sales & Distribution

Faculty Details	
Instructor	
Name	Carlos Sánchez Moreno
Departament	Marketing
Área	Sales & Distribution
e-mail	carlos.sanchez@comillas.edu
Phone	
Schedule for tutoring	By appointment (via email)

COURSE DESCRIPTION

Context of the course

The course in the professional context

This course aims to develop theoretical knowledge and marketing/commercial foundations provided in the subject "Marketing Management" along with the rest of the optional Marketing courses included in the MBA.

It provides students with a deep understanding of commercial structures and roles and their appropriate management in the changing and globalized competition arena. The course focuses on the relevance of a deeper knowledge of clients along with an adequate use of those tools oriented to reach the company's commercial goals.

Course objectives

This course aims to provide students with a deep knowledge and understanding of distribution and sales management and to develop the skills that will lead them to be capable of:

- Contextualizing and interpreting relevant information and setting of coherent decisions on channels, distribution strategies and sales team management in companies.
- Problem solving and decision making
- Showing Interpersonal skills of listening, negotiating and persuading
- Applying concepts and theories to real situations in business organizations. Ability for criticism and self-criticism applied to the commercial field.

SKILLS

Skills and abilities to be developed

Generic skills

CG 1. Analysis and synthesis cognitive abilities applied to the business management world

CG 2. Information and data management as a key ability to identify, formulate and solve business problems, that is, to make decisions in organisations

CG 3. Problem solving and decision making at both strategic and operational levels of an organisation

CG 4. Theory application to unveil business opportunities and to build sustainable competitive advantage

Specific skills

CEO 1. Ability to understand the Distribution and Sales management and ability to set of coherent decisions on channels, distribution strategies and sales team management in companies.

COURSE CONTENTS

Contents
Unit 0: INTRODUCTION
Topic 1. Relevance and context of Distribution and Sales Management
Unit 1: CHANNELS AND CUSTOMERS MANAGEMENT
Topic 2. Concepts and strategies. Channels and distribution strategies. Topic 3. Channels and customer organisation. Topic 4. Strategic Sales Planning. The KAM
Unit 2: SALES TEAM MANAGEMENT
Topic 5. Sales team organisation. Positive sales management, training, communications and role definition. Topic 6. Sales team planning. Job selection and career plans Topic 7. Sales team control. Supervision, evaluation and salesman remuneration

TEACHING METHODOLOGY

Course teaching activities	
<p>This course includes activities that will ensure that the students achieve a practical vision in the process of idea generation, identification of business opportunities and launch on new business start-ups. Also, the activities are intended to promote the development of the entrepreneurial spirit of students, building upon several managerial tools that could be useful in the entrepreneurial process.</p> <p>The teaching methodology will be based on sessions in which the professors will lecture on the topic, while promoting the debate and active participation of the students, the preparation of exercises and business cases, and the involvement in the planned workshops, both individually and in groups.</p>	
Teaching and learning in the classroom	Skills to be developed
<ol style="list-style-type: none"> 1. Interactive lectures 2. Analysis and resolution of cases 3. Oral presentations of cases or exercises that will be also evaluated. 	CG1, CG2, CG3, CG4, CEO1
Teaching and learning outside the classroom	Skills to be developed
<ol style="list-style-type: none"> 4. Individual study and further information gathering 5. Analytical reading of news and articles related to the subject 6. Preparation of individual or group assignments 7. Academic tutorials 	CG1, CG2, CG3, CG4, CEO1

SUMMARY OF THE WORKING HOURS FOR STUDENTS *		
CLASSROOM ACTIVITIES		
Lectures	Activity-based classes	
12	18	
Autonomous individual work	Collaborative / group assignments	Study
15	15	15
ECTS:		3 (75 hours)

COURSE EVALUATION AND ASSESSMENT CRITERIA

Evaluation activities	Assessment criteria	Weight
Final activity-based exam	Comprehension, capacity to relate different concepts, capacity to build arguments, to debate	50%
Evaluation of individual cases and assignments	Problem solving and decision making	20%
Evaluation of group cases and assignments	Problem solving, team work and organisation	20%
Attendance and participation	Listening, capacity to build arguments and to debate, capacity to be critical and to self-assess	10%

To pass the course students have to achieve a minimum grade of 5, in both, the exam and the rest of the assessment activities mentioned above and comply with a regular attendance to classes.

Re-sits.

Those students not having achieved such a minimum grade in any of the assessment activities on the average session, and in order to pass the Course, will have to work on a special individual assignment designed by the professor and based on activities of similar nature as the one not having passed.

Attendance exemption:

Those students in a attendance exemption situation will be evaluated on the basis of their performance in the following elements: Final activity-based exam: 50% of final grade; and Evaluation of individual cases and assignments: 50% of final grade.

BIBLIOGRAPHY

Basic References

Books

Noonan, Chris. Sales management, 2007, Butterworth-Heinemann

Vázquez Casielles, Rodolfo y Trespalacios Gutiérrez, Juan Antonio (Coordinadores) (2006): Estrategias de Distribución Comercial, 2006. Editorial Thomson, Madrid.

Other references

Books

Havaldar, Krishna K. & Cavale, V.M. Sales and Distribution Management. Text and Cases, 2011. 2ª ed., MH

Olmedo, José Ángel. Manual del director Comercial, dirigiendo equipos de venta. 2005. Ed. Gestión 2000

Mc Donald, Malcolm y Woodburn, Diana. Key Account Management, the definitive guide. 2011. 3ª Ed. Elsevier Science

Díez de Castro, Enrique Carlos (coordinador): Distribución Comercial, 2004 3ª edición, Editorial McGraw-Hill/Interamericana, Madrid.