

TRADE MANAGEMENT AND SALES

Code: 16416

Main Scientific Area: Marketing and Strategy

Lecturer: Sérgio Dominique Ferreira Lopes

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The intended learning outcomes are: to know the business management strategies from a commercial point of view; to analyze commercial techniques for product management and sales, enabling students to understand how to apply marketing policies in sales. In addition, we intend to analyze and empower students to e-marketing strategies, as well as the role of different policies such as product, price, promotion and placement within the marketing operational management.

Learning Outcomes

Students will learn about the relationship between marketing-mix and commercial management, the role of relational marketing (CRM), pricing strategies and decisions / implications of different distribution models of strategic business management. This way, students will be able to develop skills in strategic decision making that affect the business management of an organization/company.

In addition, students will learn about sales force functions and corresponding strategic role, development and management of the sales force, as well as the analysis of its efficiency and performance.

Course Contents

Chapter I

- Marketing-mix (revisiting the marketing-mix and implications in commercial management)
- Customer Relationship Management
- Pricing strategies
- Placement decisions

Chapter II

- Functions of sales force
- The strategic role of the sales function

- Sales force development
- Sales force management
- Determining the efficiency and performance of the sales force

Recommended Bibliography

Ingram, T.N., LaForge, R.W., Avila, R.A., Schepker, C.H. and Williams, M.R. (2015). Sales Management: Analysis and decision making. New York: Routledge.

And selected papers from :

Journal of Personal Selling and Sales Management

Journal of Business Industrial Marketing

Industrial Marketing Management

International Journal of Retail Distribution Management

Journal of Services Marketing

Journal of Retailing and Consumer Services

Journal of Marketing Theory and Practice

Journal of Marketing Research

Journal of Business Research

Journal of Economics, Finance and Administrative Science

Business Horizons

Industrial Marketing Management

International Journal of Information Management

International Journal of Hospitality Management

Revista Portuguesa de Marketing

Journal of High Technology Management Research

Information Management

International Journal of Accounting Information Systems

Tourism Management

Marketing Science

Management Science

Journal of Marketing Research

Journal of Product Brand Management

OMEGA

Journal of Marketing Theory and Practice

Marketing Letters

Learning and Teaching Methods

The first part of the program contents will indicate commercial management, namely in terms of supply (products and services), communication and promotion, distribution and management of customer relationships.

The second part will focus on sales management per se, such as sales force management, sales force efficiency and performance.

Assessment Methods

Continuous evaluation based on the following mandatory evaluation elements:

a) Test: 50%

b) Theoretical-practical work: 50%, decomposed into two dimensions:

i) Work: 25%

(ii) Presentation and defense: 25%

Other situations included in specific regulation:

Test: 100%.