

Course guide

240337 - 240E0053 - Sales Management

Last modified: 14/06/2023

Unit in charge: Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Optional subject).
MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2021). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 5.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: Jordi Olivella Nadal
Others: Jesus Viscarri Colomer

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. Apply theories and principles inherent in the business area in order to analyze complex situations and uncertainty, and make decisions using engineering tools.
2. Develop and implement sustainable and socially responsible solutions.

TEACHING METHODOLOGY

Master Classes, Practical Classes and/or Case Method. The practice classes are based on discussion of cases, articles, exercises and the development of a project consisting of the preparation of a marketing plan.

LEARNING OBJECTIVES OF THE SUBJECT

The first objective is to know the problem of the business management and of the roles and main tasks of marketing within the companies.

The second objective is to locate the marketing function in the Business Management model and master the basic vocabulary and the most significant models of marketing.

The third objective is to understand and know to apply the techniques in the commercial management

STUDY LOAD

Type	Hours	Percentage
Hours small group	22,5	50.00
Hours large group	22,5	50.00

Total learning time: 45 h

CONTENTS

1. The sales management in a company

Description:

- a. Basic concepts
- b. Relations with other areas of the company
- c. Management and business planning
- d. marketing plan

Full-or-part-time: 9h 30m

Theory classes: 4h 30m

Self study : 5h

2. Market analysis and research

Description:

- a. Market Segmentation
- b. diagnostic tools
- c. Analytics in electronic channels
- d. Market studies and sampling
- f. Sales forecasting

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

3. Strategic positioning

Description:

- a. Bases for the definition of the commercial format
- b. Differentiation
- c. Brand capital
- d. Customer linking

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

4. Product management

Description:

- a. Product definition
- b. product levels
- c. The multichannel product
- d. Product life cycle
- e. Customer service and experiences marketing

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

5. Price management

Description:

- a. The optimal price
- b. Price and product line
- c. cost elements
- d. Dynamic pricing and price comparators
- and. price elasticity
- F. Pricing Strategies
- g. Price discrimination

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

6. Distribution policy

Description:

- a. Design and selection of channels
- b. Omnichannel and hybridity
- c. Intermediary management
- d. disintermediation
- and. Mobility
- F. Retailer Strategies
- g. commercial operation
- h. Sales force management
- i. Sales action tracking

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

7. Multichannel communication

Description:

- a. Advertising
- b. Sale promotion
- c. Public relations
- d. Sales force as a communication tool
- e. Direct marketing

Full-or-part-time: 8h

Theory classes: 3h

Self study : 5h

ACTIVITIES

Cases, examples and exercises on sales management.

Full-or-part-time: 23h 20m

Practical classes: 15h

Self study: 8h 20m



Marketing plan

Full-or-part-time: 44h 10m

Theory classes: 14h 10m

Self study: 30h

GRADING SYSTEM

Participation 20%

Marketing plan 30%

Final exam 50%

EXAMINATION RULES.

They will be communicated at the beginning of the semester

BIBLIOGRAPHY

Basic:

- López-Pinto Ruiz, B.; Mas, M.; Viscarri, J. Los pilares del marketing [on line]. Barcelona: Edicions UPC, 2008 [Consultation: 13/09/2022]. Available on: <https://upcommons.upc.edu/handle/2099.3/36833>. ISBN 9788483019498.

Complementary:

- Mc Carthy, Jerome ; Perreault, William. Márketing: un enfoque global. 2a ed.. México: McGraw-Hill, 2001. ISBN 9789701029084.

- Kotler, Philip [et al.]. Dirección de marketing: edición del milenio [on line]. 15a ed. México: Pearson Educación, 2016 [Consultation: 20/04/2023]. Available on: https://www.ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6495. ISBN 9786073237000.

- Kotler, P. ; Armstrong, G. Fundamentos del marketing [on line]. 13a ed. México: Pearson education, 2017 [Consultation: 19/10/2020]. Available on: http://www.ingebook.com/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6678. ISBN 9786073238458.

- Santesmases Mestre, Miguel. Marketing: conceptos y estrategias. 5a ed. Madrid: Pirámide, 2004. ISBN 9788436821161.