# Course Syllabus

## Unit
Growth and Sales Case Studies

## Module
Strategic Growth and Sales Management

## Responsible for module
Prof. Dr. Alexander H. Kracklauer, alexander.kracklauer@hs-neu-ulm.de, Tel: +49(0)731-9762-1416, Room: Centre for Marketing & Sales (EINS, 12 Edison)

## 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: personal coaching
- Scale: 2 teaching hours per semester week
- Members: max. 30 students

## Work parameters
Total 90 hours, thereof ca. 22 contact hours in personal coaching form, ca. 68 hours self study (solving case studies and exercise)

## 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
Enroled Master Student
Good English
Objectives

To broaden students’ theoretical knowledge, they will discuss case studies using various aspects of international sales management. Students will learn to develop creative and original solutions to strategic sales management problems and to communicate these efficiently. Further soft skills like personal initiative, teamwork, attitude of responsibility, self-awareness and critical ability will be trained.

Content

This course deepens the contents of the course ‘Strategic Growth and Sales Management’. Students will apply the theoretical knowledge to current growth and sales problems. The discussed cases originate from diverse branches (services, retailing, consumer goods etc.) and thus give a broad overview of miscellaneous issues in international surroundings. Special attention will be drawn to ethical topics (corporate social responsibility etc.).

Course achievement and examination

Group presentation

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