

Course: Sales and Business Development

credits: 5

Course code	CIVP19SBD	Modes of delivery	Lecture
Name	Sales and Business Development		Tutorial
Study year	2022-2023	Assessments	Sales and Business Development -
ECTS credits	5		Computer, organised by STAD examinations
Language	English		
Coordinator	A.C. Otte		

Learning outcomes

Upon successful completion of this course students will be able to:

1. understand the role and characteristics of the sales function in a B2B context
2. understand which selling skills are relevant and what the responsibility of a B2B sales person is
3. understand concepts related to relationship selling, multi-channel selling, sales management and technology in sales.
4. describe and apply the concepts of the cost structure of a project or business
5. understand and perform a break-even analysis and analysis of operating leverage
6. describe and apply the concept of management budgeting
7. Identify the essential basic perspectives of marketing ethics
8. Discriminate and discuss the intent, means, and ends of a variety of ethical situations
9. Debate an originally developed position regarding an ethical marketing dilemma

Content

Level:

Introduction

Content:

The course uses three topics to support the IPA 4 project.

Sales Theory

In this course we will address theory related to selling in a B2B context. We look at sales from an organisational perspective; the sales department and function itself and in relation and cooperation with other departments in the organisation. Sales management is also addressed, what is relevant in managing a sales team. We will also zoom into the job of the salesperson in B2B. What skills are relevant and how to be successful in a B2B sales position. Various currently relevant sales topics are addressed like relationship selling, multi channel selling and recent technologies used in sales.

Business calculation

The topics covered in this course are break-even analysis, operating leverage, cost price calculation and budget variance.

Ethics

Is it okay for a supermarket to position all the candy at kids-eye-level?

As marketers, we influence the knowledge, feelings, attitude, and ultimately behavior of consumers.

Our playing field is both the conscious and sub-conscious. How far can we go? Is anything that is legally allowed okay? Or do you hold yourself to a higher standard? In this course, you will explore what your own definition of ethical marketing is and why it is beneficial to our society to have a shared set of moral values. In four interactive lectures, plenty of examples will help us draw a line or paint a grey area.

Literature/study materials:

For the latest info, go to the reading list on intranet:

Hanze.nl/marketingprogramme or the Blackboard course.

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance

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