

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-210704</b>	<b>SEMESTER</b>	<b>7<sup>th</sup></b>
<b>TITLE</b>	<b>SALES MANAGEMENT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	
Practice Exercises		2	
<b>TOTAL</b>		<b>5</b>	<b>5</b>
<b>COURSE TYPE</b>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<ol style="list-style-type: none"> <li>1. KNOWLEDGE: Students are adequately taught the role of sales in the overall marketing mix to be able to adequately identify and describe the elements of sales operations.</li> <li>2. UNDERSTANDING: They can understand the functions of the sales department and are able to distinguish differences from other functions.</li> <li>3. IMPLEMENTATION: They can combine forecasting methods and consider sales possibilities.</li> <li>4. ANALYSIS: They can understand in a detailed way the needs of the company and plan the organizational structure of a sales department.</li> <li>5. COMPOSITION: They can lead to incentives, training programs, fixing the department, and reorganizing a sales department.</li> <li>6. EVALUATION: They can evaluate and measure the total effort in a sales department.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> <li>• Autonomous work</li> <li>• Teamwork</li> </ul>

### 3. COURSE CONTENT

<p><b>Theoretical Part of the Course</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Sales Organization and Management.</li> <li>2. Defining the roles of sales managers and salespeople.</li> <li>3. Strategy planning and budgeting.</li> <li>4. The organization of sales staff.</li> <li>5. Capability assessment and sales forecasts.</li> <li>6. Search and selection of sellers.</li> <li>7. Sales training.</li> <li>8. Creating incentives.</li> <li>9. Compensation of sellers.</li> <li>10. Design of sales areas.</li> <li>11. Definition of efficiency measures.</li> <li>12. Evaluation and control.</li> <li>13. Connection with real market conditions</li> </ol> <p><b>Laboratory Part of the Course</b></p> <ul style="list-style-type: none"> <li>• Videos and exercises</li> <li>• Case studies</li> <li>• Work in groups</li> </ul>
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### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face lectures Practice exercises Case study	
<b>ICT USE</b>	Use of slide show or video software. Communication using new technologies.	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Theoretical Lectures	65
	Exercises	35
	Case studies	10
	Videos	10
	Educational visit	20
	Lecture by a visitor	10
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>Language of assessment: Greek</p> <p>Assessment methods for the theory:</p> <ul style="list-style-type: none"> <li>• Short answer questions</li> <li>• Development/crisis questions</li> <li>• Writing in word or PPT</li> </ul> <p>Assessment Methods for Practice Exercises:</p> <ul style="list-style-type: none"> <li>• Participation in the exercise</li> <li>• Case studies</li> </ul> <p>The test material is posted on Moodle and time is spent before the test on answering questions about the test material.</p> <p>A file of students' examination documents is kept until</p>	

	they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.
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## 5. REFERENCES

### *-Suggested bibliography:*

- 1. Exadaktylos, N. "The sales technique"
- 2. Stanton W. and Buskirk, R. "Sales Management and Organization"
- 3. Douglas, J. Dalrymple "Sales Management"
- 4. Rogers, L. "Handbook of Sales and Marketing Management"
- 5. Futrell C. M. "Fundamentals of Selling, Customers for life"