

Study program: Management of business and logistics			
Course name: Sales management			
Professor: Sasa S. Saric, lecturer			
Subject status: compulsory			
ECTS: 7			
Requirements: no requirements			
Aim of the course The main aim of the course is to familiarize students with the challenges and concepts of sales management and specifics of this management function as part of business management in order for students to better understand the role and importance of sale and sales management in modern business operations and develop practical skills of planning and managing the sales function in an organization with the aim of achieving greater sales efficiency and achieving better (long-term) sales results.			
Course outcomes Students will be familiar with basic notions in relation to the sales process, management of sales process and sales planning, as well as with sales process participants. Students will be able to, independently, develop and perform basic tasks related to sales management, application of methods, methods and programs of sales management and solve certain problems related to sales function management in organizations. Furthermore, students will be familiar with the advantages of conducting export activities as well as with interrelatedness of sales function with the marketing function within a company.			
Content of the course <i>Theoretical lectures</i> Nature, requirements and responsibilities of sales management; The process of sales management and long-term relationship with customers; Market research; Marketing strategies and marketing channel selection; Planning sales activities; Sales organization; Developing a product strategy; Sales relationship management; Forms of sale; Development of personal sale; Tasks of a sales manager; Sales improvement; Sales policy and sales management; Processes and criteria for the selection of key customers; Electronic trade. <i>Practical course work</i> Sales marketing activities; Training and development of expertise of sellers as a basis for good sales; Sales team management; Managing key customers; Processes and criteria for the selection of key customers; Leadership in sales; Control of realization of sales activity; Communication styles in sales; Organizational solutions for managing key customers; Assortment as a competitive asset; Pricing and trading strategies; Completion of sales and affirmation of partnership; Internet as a sales channel; Specificity of sales on the Internet; Factors of price formation as a competitive asset.			
Literature <ul style="list-style-type: none"> • Ловрета, С. <i>Трговински менаџмент</i>, Економски факултет Београд, 2015 • Ловрета, С., Петковић, Г., и сар. <i>Трговински маркетинг и продаја</i>, Економски факултет Београд, 2016. • Ловрета, С., Петковић, Г., Кончар, Ј. <i>Канали маркетинга</i>, Економски факултет Београд, 2013. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 45
Teaching methods Lectures; practical course work, presenting successful examples of professional practice in the field of study, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
Active participation in lecture classes	5	Written exam	/
Active participation in practical course work	5	Oral exam	45
Colloquium 1	30	
Colloquium 2	/		
Term paper(s)	15		