



GJELDER FOR STUDIEÅRET 2014/2015

GRA 6441 Sales and Sales Force Management

Studium

Master i strategisk markedsføringsledelse

Kursansvarlig

Gorm Kunøe, Jon Bingen Sande

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Spiro, Rosann L., Gregory A. Rich, William J. Stanton. 2008. Management of a sales force. 12th ed. McGraw-Hill/Irwin

Artikkelsamling:

A collection of research articles will be made available at the start of the course. These are selected articles from journals on the following topics: Operational selling, ethics, post-heroic management, emotional intelligence, value creation, motivation, compensation, control, sales force training, CRM, CRM-systems, communication and stress

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Anbefalt litteratur

Bøker:

Huczynski, Andrzej A., David A. Buchanan. 2013. Organizational behaviour. 8th ed. Pearson
O'Reilly, Charles A., Jeffrey Pfeffer. 2000. Hidden value : how great companies achieve extraordinary results with ordinary people. Harvard Business School Press. 320 pages

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon