



\* Level 1: Tutorial support sessions, materials and exams in this language

\* Level 2: Tutorial support sessions, materials, exams and seminars in this language

\* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

Faculty of Business Economics Academic Year 2020/2021	
<b>1. COURSE BASIC INFORMATION</b>	
<b>COURSE NAME:</b> SELLING AND SALES MANAGEMENT	<b>CODE:</b> 5.01.05.E040
<b>LANGUAGE:</b> english	<b>LEVEL:</b> level 1
<b>YEAR:</b> 4 <sup>th</sup>	<b>SEMESTER:</b> 8 <sup>th</sup>
	<b>ECTS CREDITS:</b> 6
<b>2. LECTURER BASIC INFORMATION:</b>	
<b>NAME:</b> PhD Darijo Jerkovic	
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<b>LANGUAGE:</b> english	<b>LEVEL:</b> level 1
<b>Course goals:</b>	The aim of the course is to familiarize students with jobs and sales issues that play a key role in the realization of the marketing concept of business in modern business conditions.
<b>Competencies/learning outcomes</b>	After successfully completing this course, students will be able to understand the role and place of sales in the overall business of the company, its relationship to other functions in the company and the role of sales management in the overall management of the company.
<b>Skills</b>	Skills will be expressed through knowing the sales process, planning and organizing sales in the company, selecting and managing sales staff, and measuring and controlling sales performance.
<b>Content description:</b>	1. THE SIGNIFICANCE OF SELLING IN MARKETING 2. SALES MANAGEMENT IN OVERALL MANAGEMENT 3. MARKET AND SELLING 4. SELLING AND ASSORTMENT 5. SELLING AND PROMOTION 6. SELLING AND PRICE POLICY 7. SELLING AND DISTRIBUTION 8. PLANNING AND ORGANIZING SALES 9. HUMAN RESOURCES AND HANDLING OF SALE 10. CONTROL AND INDICATORS OF SUCCESS OF SALES
<b>Teaching methodology</b>	
Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion	
<b>Assessment methodology</b>	
<b>a) Full time students</b> 1. WrittenTest 1 ( the first 50% of the content) .....30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Lecture and practical classes (attendance and activity)..... 20 points 4. Practical classes (case study/presentaton).....20 points Total :.....100 points	<b>b) Part-time students</b> 1. WrittenTest 1 ( the first 50% of the content) .....30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of activity 3.....5 points 5. Attendance at one of the lectures.....5 points Total :.....100 points
<b>NOTE:</b> To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests ) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.	
<b>BOOKLIST:</b> Jobber, D.,, Lancaster, G., <i>Selling and Sales Management</i> , 10th Edition, Pearson, 2015 Jobber, D.,, Lancaster, G., <i>Selling and Sales Management</i> 8th Edition, Pearson Education Ltd, 2009	