

Module title		Abbreviation
Sales and Communications Management		12-M-IMM-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"> • Sales management: <ul style="list-style-type: none"> • Designing the sales structure • Strategic sales management • Management of sales staff • Communication management: <ul style="list-style-type: none"> • Traditional communication tools (e.g. TV, flyers) • Digital communication tools (e.g. social media marketing; search engine marketing, display advertising) • Systematic channel integration 		
Intended learning outcomes		
Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module appears in

Master's degree (1 major) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)