

**COURSE NAME: DESIGNING AND MANAGING SALES NETWORKS**

**UFV CODE: 4377 ECTS: 4.5**

**TYPE OF COURSE: OP, 2C**

**INTERNATIONAL CODE: MKT4377 NIVEL DEL CURSO: 3**

**REQUIREMENTS: MKT4321**

**OBJECTIVES:** To introduce students to the organizational aspects of a sales structure

**COURSE DESCRIPTION:** Planning the sales network. Size, education and motivation of sales force. Own and shared sales network. Direct sales. Pyramid sales networks

**BIBLIOGRAPHY:** STAFFORD, C.G.: Manual del Director de Ventas. STERNE, J.: World

Wide Web Marketing

**METHODOLOGY:** Interactive classes: the professor will propose various topics and ask

the students their opinion; the class will come to a synthesis which defines the concepts

dealt with in each class. Students will do practical exercises

**EVALUATION:** Exam on the topics approached in class. Practical exercises

**PROFESSOR:** Angel Moraleda **LANGUAGE:** Spanish