

COURSE NAME:
DESIGNING AND MANAGING SALES NETWORKS (taught in English)

UFV CODE: 4284 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: BUS4284 **YEAR:** 5

REQUIREMENTS: MKT4233

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:** English