

**Course: Designing and Managing Sales Networks**

**CREDITS:** 3

**UFV CODE:** 4284

**INTERNATIONAL CODE:** BUS4284

**HOURS:** 45

**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.