

Weekly schedule

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

	Units	Activities (10.0 points)
Week 1	Unit 1 Sales function and macro perspective 1.1. Introduction 1.2. Selling and sales management 1.3. Types of selling functions 1.4. Sales and marketing relationship 1.5. A network vision of sales 1.6. Bibliographical References 1.7. Master class	Test - Unit 1 (0.25 points)
Week 2	Unit 2. Selling at different Markets. Goods and Services 2.1. Introduction 2.2. B2B markets: organizational buying behaviour 2.3. B2C markets: consumers buying behaviour 2.4. B2B2C markets: reshaping the sales function 2.5. Selling goods, services and mixed products 2.6. Bibliographical References 2.7. Master class	Case: Agricultural 3.0 entering the Costa Rica's market (2.5 points) Forum: Agricultural 3.0 entering the Costa Rica's market (1.75 points) Test - Unit 2 (0.25 points)
Week 3	Unit 3. Customer value proposition 3.1. Introduction 3.2. What is customer value? 3.3. Customer value assessment in different markets 3.4. Relationship marketing 3.5. Direct marketing 3.6. Loyalty and aftersales management 3.7. Bibliographical References 3.8. Master class	Test - Unit 3 (0.25 points)
Week 4	Case study	
Week 5	Unit 4. Sales proposals 4.1. Introduction 4.2. Use and purpose. The company's window 4.3. Company global image 4.4. Sales proposals contents in different markets and products 4.5. Bibliographical References 4.6. Master class	Test - Unit 4 (0.25 points)
Week 6	Unit 5. Sales planning, channel design and control 5.1. Introduction 5.2. Sales strategy 5.3. Sales channels 5.4. New sales models and multichannel management 5.5. Sales deployment 5.6. Budgeting 5.7. Pipeline 5.8. Bibliographical References 5.9. Master class	Test - Unit 5 (0.25 points)

	Units	Activities (10.0 points)
Week 7	Unit 6.Sales force management 6.1. Introduction 6.2. Personal selling skills 6.3. Key account manager and category management 6.4. Recruitment and selection 6.5. Motivation and training	Case: Forecasting and setting sales objectives (2.5 points) Forum: Forecasting and setting sales objectives (1.75 points)
Week 8	Unit 6.Sales force management (cont.) 6.6. Organisation and compensation 6.7. Sales and sales force evaluation 6.8. Pipeline 6.9. Bibliographical References 6.10. Master class	Test - Unit 6 (0.25 points)
Week 9	Case study	
Week 10	Review week	
Week 11	Exam week	