

Weekly schedule

For the date of delivery of the various activities access to the section **Sending Activities** (in the main browser) . Remember that the sum of the scores of all activities is 15 points. You can make your choice until a maximum of 10 points (the highest rating What is obtainable 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	Test - Unit 2 (0.25 points)
Week 3	Unit 1 and 2. Review and case study.	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)
Week 4	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 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 3 and 4. Case study.	
Week 7	Review week	

	Units	Activities (10.0 points)
Week 8	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)
Week 9	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 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) Case: Forecasting and setting sales objectives (2.5 points) Forum: Forecasting and setting sales objectives (1.75 points)
Week 10	Review week	
Week 11	Exam week	