

**COURSE DATA****DATA SUBJECT**

Code: 40109
Name: Sales management
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in distribution	ELECTIVES

COORDINATION

CANALES RONDA PEDRO

SUMMARY

In the course Sales Management, students are given complete training on the specific knowledge related to the field of personal selling and sales management. The field of personal sales is analyzed from a perspective of building relationships of association with the client, as well as the importance of communication and negotiation as key elements that allow to enter into the general sales process, developing the knowledge required for the performance of the responsibilities of the management, evaluation and control of salespeople, as well as personal and group skills and the development of a sales planning work that addresses the preparation of the seller's manual and aspects related to team management selling. In the part "Introduction to sales and sales management" an approach is made to the field of personal selling and sales management; Aspects related to ethics in this area are analyzed; and the need for a relational approach to selling is advocated. Thus, once the relationship approach has been introduced within the field of sales, the relational sales process is developed, made up of the stages of initiation, development and maintenance of the relationship. The second part, "Sales team management" deals with the most relevant concepts related to sales management, such as guidelines, procedures and recommendations for proper planning, organization, motivation and control of the sales force. The most innovative contributions and the most current tools used in professional practice are incorporated, such as the use of the Internet in personnel selection. The objective of this subject is to provide students with complete training on the specific knowledge regarding the field of personal selling and sales management, all from a perspective of building partnership relationships with the customer.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Diseñar estrategias de marketing.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Diseñar un plan de marketing.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante



juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de definir la estrategia de posicionamiento.

Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de organizar y planificar las actividades de un departamento de marketing en el ámbito empresarial.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. FIRST PART. INTRODUCTION TO THE SALE AND TO THE ADDRESS OF SALES

ITEM 1. APPROACH TO THE FIELD OF PERSONAL SALE AND SALES MANAGEMENT

ITEM 2: ETHICS IN SALE

ITEM 3. B2B PERSONAL SELLING

2. SECOND PART. THE DIRECTION OF THE SALES TEAM

ITEM 4: PLANNING AND ORGANIZATION OF THE SALES FORCE

ITEM 5: RECRUITMENT AND SELECTION OF THE SALES FORCE



ITEM 6: TRAINING OF SELLERS

ITEM 7: THE MOTIVATION AND REMUNERATION OF SALES PERSONNEL

ITEM 8: EVALUATION AND CONTROL OF THE SALES PROGRAM

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Seminar	7,00
Group work	2,00
Total hours	44,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	7,50
Individual or group project	12,50
Independent study and work	6,00
Preparation of lessons	45,00
Preparation for assessment activities	17,50
Resolution of case studies	0,00
Total hours	88,50

TEACHING METHODOLOGY

1. Theoretical classes participatory master class
2. Discussion of articles (readings)
3. Seminars
4. Project development
5. Expert conferences
6. Working group

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Individual work 50%
Teamwork 40%
Assistance and participation 10%

To pass the course, it is necessary to pass independently the parts (individual, group) of the evaluation and



to have at least 80% of the hours of the course attended.

In case of not passing any of the parts (individual and group), the average grade will not be calculated, and the final grade of the course will be that of the part not passed. For the second call, the grade of the part passed will be kept. Students who do not attend at least 80% of the hours of the course will not be able to take the first exam

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations, until reaching 100% of the grade.

Policy Statement: Students in the course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research, while upholding academic integrity and complying with ethical and legal standards.

ACADEMIC HONESTY

The conduct consisting of cheating on an exam or plagiarizing an evaluable work, whether from the current or previous course, is contrary to the duties of the students included in both the state and internal regulations of the Universitat de València. The immediate consequence of this type of conduct will be, in any case, a grade of zero and failure in the subject, in accordance with the Evaluation and Qualification Regulations (hereinafter REC) approved by the Governing Council on May 30. of 2017 (art. 13 section 5); the University Student Statute, approved by RD 1791/2010, of December 30; and the Charter of Rights and Duties of the Students of the University of Valencia, approved by the Governing Council Agreement of October 19, 1993 and modified by ACG of April 30, 1998.

All students are expressly informed that unauthorized mobile phones or electronic devices or documents (smart watches, personal computers, digital tablets, etc.) of any type cannot be used during any evaluable test. Failure to comply with this obligation will result in the expulsion of the student from the place where it takes place and a numerical grade of zero (art. 13 section 6). The use of laptops, digital tablets or similar is permitted for taking notes or viewing teaching material.

The measures will be applied regardless of the disciplinary procedure that may be initiated against the student and, if possible, the sanction that is appropriate in accordance with current regulations (REC, art. 13 section 7).

EXAM COINCIDENCE

If the exam date for this subject coincides with another subject, it is remembered that it will be in



accordance with what is established in the Evaluation and Qualification Regulations of the University of Valencia (May 30, 2017), arts. 9.2 and 9.3. The official exam dates are published on the Faculty of Economics website from the beginning of the academic year.

REFERENCES

BASIC

- Román, S. y Küster, I. (2014). Gestión de la venta personal y los equipos comerciales. Editorial Paraninfo: Madrid.
- Artal, M. (2017). Dirección de ventas. Organización del departamento de ventas y gestión de vendedores. Madrid: ESIC Editorial, 15 edición
- Johnston and Marshall (2021). Sales force management. Leadership, innovation, technology (13 th edition). Routledge

ADDITIONAL

- Cámara, D. y Sanz, M. (2001). Dirección de ventas. Vender y fidelizar en el nuevo milenio. Madrid:Prentice Hall.
- Churchill, G.A. Jr., Ford, N.M., Walter, O.C., Jr., Johnston, M.W. y Tanner, J.F., J.r. (2000), Sales Force Management, Sixth Edition, McGraw-Hill.
- Díez de Castro, E., Navarro, A. y Peral, B. (2003), Dirección de la Fuerza de Ventas, Esic, Madrid.
- Jobber, D. y Lancaster, G. (2003). Selling and Sales Management. Prentice Hall: Essex, 6th edition.
- Johnston, M.W. y Marshall, G.W. (2004), Administración de Ventas. McGraw-Hill Interamericana, 7ª edición.
- Küster, I. (2002). La venta relacional. Madrid: Editorial Esic.
- Küster, I. y Román, S. (2006). Venta personal y dirección de ventas. La fidelización del cliente. Editorial Thomson: Madrid.
- Manning, G.L. y Reece, B.L. (2004), Selling Today. Creating Customer Value. 9ª Ed. Prentice Hall.



- Rodríguez del Bosque, I. (2001). Comunicación comercial: casos prácticos. Madrid: Biblioteca Civitas Economía y Empresa.