



# LITHUANIA BUSINESS COLLEGE

## DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

### SALES ORGANIZATION

<b>Volume of subject</b>	<b>6.0 ECTS</b>
<b>Lecturer in charge</b>	Assoc. prof. Putinas Bielskis
<b>Annotation</b>	<p>✓ The purpose of the course is to provide knowledge and understanding of the principles of sales organization process in a modern business enterprise. Students will be presented with the main stages of organizing the sales enterprise, the importance of its geographical position, and basic economic processes affecting sales organization. The course will concentrate on the analysis of the market processes, marketing strategies, sales forms and methods, assortment policies. Great deal of attention will be given to customer service, customer relationship management, pricing policies.</p> <p>✓ The main outcomes of the course:</p> <ul style="list-style-type: none"> <li>• Understand the aims and functions of sales organization.</li> <li>• Be able to define strategies and tactics of product distribution.</li> <li>• Apply different marketing strategies in a sales organization.</li> <li>• Understand types and forms of sales organization.</li> <li>• Have knowledge of customer service principles in organizing sales activities.</li> <li>• Understand the importance of customer relationship management.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Concept of sales organization. The main goals of sales organization.</li> <li>• Sales organization structure. Types of sales organizations.</li> <li>• Personal selling function. Field selling function. Team selling.</li> <li>• Production and supply chains. Distribution channels.</li> <li>• Microenvironment and macroenvironment of the sales organization.</li> <li>• Retailing and wholesaling. Promotion and marketing mix.</li> <li>• Customer service. Customer relationship management strategies.</li> <li>• Development of sales force. Sales training.</li> </ul>
<b>Procedure for assessment of knowledge and competences</b>	<ul style="list-style-type: none"> <li>✓ <b>20 percent</b> – individual task assignment No.1</li> <li>✓ <b>20 percent</b> – individual task assignment No.2</li> <li>✓ <b>60 percent</b> – exam test.</li> </ul>