

COURSE DESCRIPTION

KAM2100 Key Account Management

1. Degree	Bachelor of Marketing and Sales Management
2. Year/semester	2 nd year – 3 rd semester
3. Credits	10
4. Course instructor	Associate Professor Line Christoffersen
5. Contact hours	50
6. Course prerequisites	Basics of financial management
7. Learning goals	<p>This programme is designed to provide participants with the understanding needed to make key account strategy work in an organisation. The students will be able to identify and target key accounts, and understand the role and skills of a successful key account manager. The course will teach students how to organize, plan and execute a key account plan included what support systems are needed. The students will also acquire skills within budgeting, forecasting, capital expenditure, pricing, and discounting.</p>
8. Course contents	<p>In today's highly competitive markets, increasing numbers of companies realise that building strong relationships with key accounts is crucial to success. In this programme we will discuss the many issues involved in making a key account strategy work, and KAM in the context of strategic marketing planning. We will discuss how the organisation and support system in an organisation make a critical difference, and how a key account manager need the right marketing and financial skills to make it work.</p> <p><u>Topics:</u></p> <ul style="list-style-type: none">- Introduction to KAM- KAM strategy

	<ul style="list-style-type: none"> - Key account planning - Organizing for KAM - Category management - Space management - Systems and processes supporting key account management - Financial tools and techniques - Tactical financial management - Budgeting, forecasting, and capital expenditure - Pricing and discounting
9. Method of instruction	The course will be a combination of lecturing and group work.
10. Assessment	Case exam: A written project report counting for 100% of the grade. The project can be done in groups of three.
11. Course syllabus	<p>Petersen, Eirik. 2006. <i>Key Account Management. Hvordan få de store ordrene hos de største kundene</i> (in English: <i>Key Account Management. How to get large orders from large customers</i>). Oslo: Universitetsforlaget. ISBN 978-82-15-00926-1. The whole book (250 pages).</p> <p>AC Nielsen. 2006. <i>Consumer Centric Category Management</i>. New Jersey: John Wiley and sons. ISBN 978-0-471-70359-4. Chapter 1-11 (170 pages).</p> <p>Costjens, Judith and Marcel Costjens. 2006. <i>Store Wars. The battle for mindspace and shelfspace</i>. Chichester, West Sussex: John Wiley and sons. ISBN 978-0471-98765-9. Part III Matrix Marketing (150 pages).</p> <p>Docters, Robert G., Michael R. Reopel, Jeanne-Mey Sun m.fl. 2005. <i>Seier i profittkappløpet. Smartere på pris: smartere på branding</i> (In English: <i>Winning the Profit Game. Smarter Pricing, Smarter Branding</i>). Hegnar Media. ISBN 9788271461331. The whole book (350 pages).</p>
12. Recommended reading	<p>Noel Capon. 2001. <i>Key Account Management and Planning</i>, The Free press. ISBN: B000069L5J. Chapter 1-8. (307 pages).</p> <p>Kjell Gunnar Hoff (2004), "Budsjettering – taktisk økonomistyring", Oslo, Universitetsforlaget. ISBN 8215005969. Kapittel 1-9 (180 sider).</p> <p>Holm, Espen. 2003. <i>Den forelskede selgerens dagbok - en lærebok</i>. Oslo: Elixir publ. ISBN 9788292351031. (184 pages).</p>