

COURSE DESCRIPTION

SKK1100 Sales, Costumer Relations and Purchase Behavior

1. Degree	Bachelor of Marketing and Sales Management
2. Year/semester	1st year – 1st semester
3. Credits	15
4. Course instructor	Assistant Professor Tore Fredrik Waters
5. Contact hours	75 hours.
6. Course prerequisites	General study qualifications.
7. Learning goals	<p>After completing this course, students should be able to evaluate and recommend different ways of organizing and implementing sales resources. They should also be able to assess the effectiveness of different sales initiatives. Students will gain knowledge of the different rules and regulations that apply to sales representatives.</p> <p>The course is designed to give students insight into the different types of sales functions and how these interact. The course will also show students the link between sales techniques and customer decision processes – highlighting these sales techniques and showing how they move the decision process along.</p>
8. Course contents	<p>Important success factors within sales.</p> <p>Purchasing behaviour in consumer markets, as well as by customers in the public sector.</p> <p>The sales process and sales techniques.</p> <p>Laws and regulations.</p>
9. Method of instruction	<p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations.</p> <p>The students are required to invest considerable efforts in the learning process.</p>
10. Assessment	<p>Assignments/mid-term exam: 40 %</p> <p>Final exam: 60 %</p>

11. Course syllabus	<p>Framnes, Runar, Arve Pettersen og Hans Mathias Thjømmøe. 2006. <i>Markedsføringsledelse</i>. 7. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00831-8. Pages: 624. Price: 539,-.</p> <p>Futrell, Charles. 2007. <i>Fundamentals of selling</i>. 10th ed. Boston: Irwin/McGraw-Hill. ISBN: 9780073305882. Pages: 579. Pris: ca. 800,-, Kapittel 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 og 14, Pages: 500</p> <p>Rackham, Neil. 1998. <i>Kundstrategier: vägen till de stora besluten</i>. Malmö: Liber. ISBN: 91-47-06380-7. Pages: 203. Price: 295,-.</p> <p>Prinsipper for bedre innkjøp – Ivar Brynhildsvoll, Thor Bjarne Abrahamsen, Fagbokforlaget, ISBN: 82-7674-887-2, 2002, Kapittel 5: Anskaffelsesprosessen, Kapittel 9: Avtaler, Kapittel 10: Beslutningsanalyse for innkjøp, Kapittel 11: Leverandørklassifisering, Kapittel 12: Tilbudsevaluering, Kapittel 13: Leverandør-lønnsomhetsanalyser, Pages: 73</p> <p>Consumer Behavior – An Applied Approach, Nessim Hanna and Richar Wozniak, Prentice Hall, ISBN 0-13-089502-4, 2001, Kapittel 9: Consumer Decision Making, Sider: 32</p> <p>Norge. <i>Lov om forbrukerkjøp (Forbrukerkjøpsloven)</i>. Oslo: Cappelen Akademisk. ISBN: 978-82-02-27358-3. Sider: 19. Price: 49,-.</p> <p>Articles:</p> <p>Kunøe, Gorm. 2005. Salgsledelse: et konsept for forretningsutvikling. <i>Magma</i>, 8(1):62. Pages: 9.</p> <p>Nielsen Marketing Research, og American Marketing Association. 1992. Utdrag. I <i>Category management: positioning your organization to win</i>. Lincolnwood: NTC Business Books. Pages: 30.</p> <p>Piercy, Nigel F., og Nikala Lane. 2003. Transformation of the traditional salesforce: imperatives for intelligence, interface and integration. <i>Journal of marketing management</i>, 19(5/6):563-582. Pages: 19.</p>
12. Recommended reading	<p>Kohli, Ajay K., og Bernard J. Jaworski. 1990. Market Orientation: The Construct, Research Propositions, and Managerial Implications. <i>Journal of Marketing</i>, 54 (2):1. Pages: 18 (1-18).</p>