

COURSE DESCRIPTION

SKK1100 Sales, Customer and Purchase Behaviour

1. Degree	Bachelor in Marketing and Sales Management
2. Year/semester	1.year – 1. 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>Having completed the course, the student will master planning, organizing, implementation and evaluation of goal oriented sales efforts within various sales contexts at a solid, fundamental level. Established customers' needs and wants located in identified customers, segments and markets is seen as the fundamental anchor of every identification of sales contexts. The students learn how to make out a simple, customer oriented marketing plan as well as how to make and present sales presentations integrated with the marketing plan and the customers' needs. The central interrelationships existing between the various elements of the total marketing mix are in focus. Important rules and regulations regulating serious sales and marketing activities in society is presented and discussed, and their important implications known. The course enhances the students' ability to make own, mature ethical considerations connected to sales. The course also presents the student for various sales functions existing within sales organizations as well as for the interplay between them. The close connection between the customers' buying processes and the organizations' sales processes is thoroughly examined throughout the course. Student will master all central and various sales techniques at a practical level.</p>

8. Course contents	<ul style="list-style-type: none">* Purchasing behaviour in consumer markets and in industrial markets, as well as by customers in the public sector* The interplay between marketing and sales* Important success factors within sales* Organization of the total sales effort* The sales process and sales techniques* Laws and regulations* Ethical considerations
9. Method of instruction	Class lectures and various group works.
10. Assessment	<p>A case report worked out by 2 – 3 students in groups counts for 40% of the total course's grade for the student. The groups are given collective tutoring for the case solution in connection with the class hours. The case will take the form of making a simple marketing plan, and to develop an effective sales plan and sales presentations for a given product launch. Various sales contexts like sales to retailers, distribution partners and consumers will have to be considered by the group within the framework of the case setting. The goal of the casework is to give students a deeper understanding of the most central themes in the course and to expose students for practical solutions connected to focus sales challenges.</p> <p>An individual written, 3 hours exam counts for 60 % of the total grade. The student gives written answers to 2 – 3 broad questions drawn from the course curriculum's main themes and connections.</p>
11. Course syllabus	<p>Brynhildsvoll, Ivar og Thor Bjarne Abrahamsen. 2002. <i>Prinsipper for bedre innkjøp</i>. Bergen: Fagbokforlaget. ISBN: 82-7674-887-2 (73 s: kap. 5: Anskaffelsesprosessen, 9: Avtaler, 10: Beslutningsanalyse for innkjøp, 11: Leverandørklassifisering, 12: Tilbudsevaluering, 13: Leverandør-lønnsomhetsanalyser) [Kopi deles ut i klassen]</p> <p>Framnes, Runar, Arve Pettersen og Hans Mathias Thjømmøe. 2006. <i>Markedsføringsledelse</i>. 7. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00831-8. (624 s.) Pris: 549,-</p>

	<p>Futrell, Charles. 2008. <i>Fundamentals of selling</i>. 11th ed. Boston: McGraw Hill. ISBN: 978-0071101066. (ca 500 s: kap. 4-14) Pris: 429,-</p> <p>Hanna, Nessim og Richard Wozniak. 2001. Chapter 9: Consumer decision making. I <i>Consumer behavior: an applied approach</i>. Upper Saddle River, NJ: Prentice Hall. (32 s). [Kopi deles ut i klassen]</p> <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. [Tilgjengelig for studenter og ansatte ved MH via Ebsco: http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip.url.uid.cookie&db=buh&AN=9602205182&loginpage=Login.asp&site=ehost-live&scope=site]</p> <p>Lov om forbrukerkjøp (forbrukerkjøpsloven). Lovdata: http://www.lovdato.no/all/hl-20020621-034.html.</p> <p>Lov om kontroll med markedsføring og avtalevilkår (markedsføringsloven). Lovdata: http://www.lovdato.no/all/nl-19720616-047.html</p> <p>Piercy, Nigel F. 2006. The strategic sales organization. <i>Marketing Review</i> 6 (1):3. [Tilgjengelig for studenter og ansatte ved MH via Ebsco: http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip.url.uid.cookie&db=buh&AN=20695291&loginpage=Login.asp&site=ehost-live&scope=site]</p> <p>Rackham, Neil. 1998. <i>Kundstrategier: vägen till de stora besluten</i>. Malmö: Liber. ISBN: 91-47-06380-7. (203 s.) Pris: 307,-</p>
12. Recommended reading	<p>Payne, Adrian. 2006. <i>Handbook of CRM: achieving excellence in customer management</i>. Amsterdam: Elsevier. ISBN: 978-0-7506-6437-0</p> <p>Rackham, Neil. 1995. <i>SPIN selling</i>. [England]: Gower. ISBN: 978-0566076893</p>