



## COURSE DESCRIPTION

### KAM2100 Key Account Management

1. Degree	Bachelor in Marketing and Sales Management
2. Year/Semester	2 <sup>nd</sup> year – 3 <sup>rd</sup> semester
3. Credits	10
4. Course Instructor	Associate Professor Lars Erling Olsen
5. Contact hours	50 hours
6. Course prerequisites	Business Economy I (10 credits)
7. Learning goals	<p>The students should understand the principles of Key Account Management and the need for KAM-programs in organizations. The students should be able to identify and serve key accounts. The course should prepare the students in how to organize, plan and develop the KAM function. The students should know which personal skills and characteristics that are demanded of a successful key account manager.</p>
8. Course contents	<p>The course will introduce Key Account Management. We will in depth cover issues concerning KAM strategies, how to identify and develop key accounts, and how to organize the KAM function. Important issues are the sales process of new potential key accounts, negotiations, category management and space management.</p> <p>The course contains the following parts:</p> <ul style="list-style-type: none"><li>• Introduction to Key Account Management</li><li>• Identification of key accounts</li><li>• KAM strategy</li><li>• Development of key accounts</li><li>• Customer relationship management</li><li>• The role of key account managers – skills and characteristics</li><li>• The sales process</li></ul>

	<ul style="list-style-type: none"> <li>• Customer perspective on KAM</li> <li>• Account profitability</li> <li>• Organizing the KAM function</li> <li>• Negotiations</li> <li>• Category management</li> <li>• Space Management</li> </ul>
9. Method of instruction	The course will be taught through lectures and discussions in class
10. Assessment	<p>Mid-term exam in groups (maximum 3 students), counts 40 %.</p> <p>Individual final exam (3 hours) counts 60 %.</p> <p>Calculators are allowed on the exam.</p>
11. Course syllabus	<p>Capon, Noel. 2001. <i>Key account management and planning: the comprehensive handbook for managing your company's most important strategic asset</i>. New York: Free Press. ISBN: 0-7432-1188-x. (Kap 1-9, 307 p.) Price: 429,-</p> <p>Olsen, Lars E., red. 2009. <i>Kompendium: Key Account Management</i>. Oslo: Markedshøyskolen Campus Kristiania. (139 p.) Price: ca 100,-</p> <p>Petersen, Eirik. 2006. <i>Key account management: hvordan få de store ordrene hos de største kundene</i>. Oslo: Universitetsforlaget. 978-82-15-00926-1. (255 p.) Price: 339,-</p> <p><b><i>Kompendium : Key Account Management contains:</i></b></p> <p>Cheverton, Peter. 2008. Chapter 30: measuring customer profitability. I <i>Key Account Management: tools and techniques for achieving profitable key supplier status</i>. London: Kogan Page. 342-353.</p> <p>Epstein, Marc J., Michael Friedl og Kristi Yuthas. 2008. Managing Customer Profitability. <i>Journal of Accountancy</i> 206 (6):54.</p> <p>Homburg, Christian, John P. Workman Jr og Ove Jensen. 2002. A Configurational Perspective on Key Account Management. <i>Journal of Marketing</i> 66 (2):38.</p> <p>Johnson, Michael D. og Fred Selnes. 2005. Diversifying Your Customer Portfolio. <i>MIT Sloan Management Review</i> 46 (3):11.</p> <p>Nordfält, Jens. 2007. Kapittel 3. I <i>Marknadsføring i butik: om</i></p>

	<p><i>forskning och branschkunskap i detaljhandeln</i>. Malmö: Liber. (26 s.).</p> <p>———. 2007. Kapittel 5. I <i>Marknadsföring i butik: om forskning och branschkunskap i detaljhandeln</i>. Malmö: Liber. (26 s.).</p> <p>———. 2007. Kapittel 6. I <i>Marknadsföring i butik: om forskning och branschkunskap i detaljhandeln</i>. Malmö: Liber. (11 s.).</p> <p>Pardo, Catherine, Stephan C. Henneberg, Stefanos Mouzas og Peter Naudé. 2006. Unpicking the meaning of value in key account management. <i>European Journal of Marketing</i> 40 (11/12):1360.</p> <p>Schei, Vidar og Jørn K. Rognes. 2007. Egoister og kollektivister i forhandlinger. <i>Magma</i> 10 (5):29.</p> <p>Workman Jr, John P., Christian Homburg og Ove Jensen. 2003. Intraorganizational Determinants of Key Account Management Effectiveness. <i>Journal of the Academy of Marketing Science</i> 31 (1):3.</p>
12. Recommended reading	<p>Cheverton, Peter. 2008. <i>Key Account Management: tools and techniques for achieving profitable key supplier status</i>. 4th. London: Kogan Page. ISBN: 978-0749452773</p>