

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	
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Type:	Compulsory
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ECTS credits:	6
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Year:	3
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Code:	1459
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Teaching period:	Fifth semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	150
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Teaching staff	E-mail
Alfredo Rodríguez Fuertes	alfredo.rodriguez@ufv.es

## SUBJECT DESCRIPTION

The commercial function is vital to the company, it is the one that assumes the responsibility of generating income to meet business goals. It develops such important tasks as building relationships with customers and distributors, and negotiate with them to come to beneficial agreements on both parts.

The course of Dirección Comercial y Ventas (Commercial and Sales Management) conducts a review of the process of commercial and sales management, from a theoretical and practical perspective, from sales models in B2C and B2B environments, to the fundamental aspects of sales management.

## GOAL

The objective of the course is to enable students to assume responsibilities for marketing and sales functions in a company.

The specific aims of the subject are:

To understand the scope of the commercial and sales function as integrated into the Marketing Strategy of the company.

To know the sales models and techniques most commonly used by companies.

Being able to plan, organize and maintain a sales team to meet business goals.

## PRIOR KNOWLEDGE

It is advisable to have passed the subject "Fundamentos de Marketing" (Marketing Introduction).

## COURSE SYLLABUS

1. Introduction:
  - 1.1. The sales function
  - 1.2. Evolution in the role of sales
  - 1.3. Sales - Marketing relationship
2. Sales techniques:
  - 2.1. Sales interview
  - 2.2. Basics on negotiation
  - 2.3. Know your customer: body language and NLP
  - 2.4. Selling in an international environment
3. Planning and organizing the sales team:
  - 3.1. Sizing the sales force
  - 3.2. Routes and territories
  - 3.3. Organization models
  - 3.4. Recruiting and selection
  - 3.5 Motivation and compensation
4. Ethics in sales:
  - 4.1. Commercial responsibility

## EDUCATION ACTIVITIES

The usual scheme of work for each topic will include the following activities:

- Interactive presentations of the topic by the teacher
- Practical exercises (individual or in groups)
- Tutorships
- Presentations and discussions (face-to-face or on line)
- Theoretical study
- Development of a final project
- Other complementary activities (events, workshops, visits, etc.)

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Interactive presentations by the teacher 30h Presentations of activities and debates 20h Working in the final project 6h Exams 4h	Personal study 25h Individual workings 20h Group workings 20h Final project (in groups) 25h

## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### General Skills

To adopt a personal and institutional ethical commitment in the workplace.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

### Specific skills

To always consider the customer as the *raison d'être* of the company.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's

right and as a competitive advantage of marketing.

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

To understand the workings of the company as an organisation that creates, makes efforts and creates value for its stakeholders, always being aware of the importance of the social and environmental dimensions of its activity.

To be familiar with and know how to inter-relate all functional areas of the company.

## LEARNING RESULTS

Understands how the sales function is integrated into the company and its relationship with Marketing

Is able to plan a sales interview, developing the different stages that make up the sale process

Designs and organizes the sales team according to the company strategy.

Controls and motivates the sales team.

Considers the ethical implications in commercial decisions.

## LEARNING APPRAISAL SYSTEM

The assessment system of the course includes three components:

- 1) Written exams: 40% of the final grade
- 2) Continuous evaluation with individual assignments and workings in group: 50%
- 3) Attendance and active class participation: 10%

To succeed and pass the subject the student will need to get more than a 5 for both, exams and continuous evaluation.

Academic exemption or dispensation:

- The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the grade from the written exams and the continuous evaluation.
- In this case the written exam will count 50% and the assignments and working determined by the professor, 50%

Students of second or subsequent enrollments:

- For students of second or subsequent enrollments the grade will be calculated as the result of a written exam (50%) and the assignments and working determined by the professor (50%).

It is mandatory to communicate the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment.

Extraordinary examinations:

- In this case the assessment criteria applied will be the same as in the two previous ones.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

Johnston, M. W., & Marshall, G. W. (2011). Churchill/Ford/Walker's Sales Force Management. New York: McGraw-Hill.

## Additional

Jobber, D., & Lancaster, G. (2009). *Selling and sales management*. Essex: Pearson Education Limited.

Weitz, B. A., Castleberry, S. B., & Tanner Jr, J. F. (2009). *Selling building partnerships*. New York: McGraw-Hill/Irwin

García Bobadilla, L. M. (2011). *+ Ventas*. Madrid: ESIC.

Futrell, C. (2001). *Sales Management: Teamwork, Leadership, and Technology*. New York: Harcourt College Publishers.