

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	SALESPERSON REMUNERATION POLICIES		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	7661
Teaching period:	Eighth semester		
Area:	Commercial and Sales Management		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

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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

An ability to organise a company's sales activity striving for quality as a key to the achievement of a competitive marketing advantage.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

Specific skills

To describe and engage with university work tools: text commentary, analysis, summary and the preparation of a research project, in order to develop habits of rigorous thought.

To be able to put knowledge into practice.

To be able to establish a remuneration and incentive policy for the sales team, motivating and encouraging the team to reach the sales targets.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours