

Course title	<i>Digital Sales Management</i>
Course code	<i>WINMSM1.7</i>
Module coordinator	Klicken oder tippen Sie hier, um Text einzugeben.
Lecturer	<i>Saira Moinuddin-Huber</i>
Level of course	<i>Master</i>
Recommended prerequisites	<i>None</i>
Type of course	<i>Seminar</i>
Weekly lecture hours (SWS)	<i>4</i>
ECTS credits	<i>5</i>
Workload	<i>120h in total, 60h course attendance, 60h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Will be filled in by coordinators</i>
Language of instruction	<i>English</i>
Contents:	<p><i>Digitalization has already transformed today's sales management globally. In this context, an effective and efficient application of digital technologies is the success factor for a sustainable and thriving sales organization. This course covers the following content:</i></p> <ul style="list-style-type: none"> <i>• Identifying triggers for the digital sales transformation (e.g. change of the customer-sales relationship in the form of information, communication, and interaction)</i> <i>• Measuring and steering the effects of a digital transformation on the sales environment</i> <i>• Methodically creating and planning key digital sales strategies by analyzing customer needs, applying technologies to meet relationship requirements, implementing data-driven decisions, and transforming the sales function</i> <i>• Developing the skills to conduct an application-oriented analysis, classification and selection of digital sales management methodologies and concepts</i> <i>• Comprehending the implementation of new technologies in the contemporary customer-centric sales organization as well as the digital sales role including the sales process</i> <i>• Detailed and in-depth explanation of the complementary effects of digital and non-digital sales channels and the corresponding management of these media channels</i> <i>• Providing a correct assessment of the benefits, and limitations of using new technologies in sales</i> <i>• Critical assessment of scientific research findings and identifying future research needs</i>
Learning outcome (competencies):	<i>Upon completion of this course, students comprehensively understand and can implement new technologies in the customer-centric sales organization. Students methodologically identify the triggers and dynamics of a digital sales</i>

	<i>transformation and have obtained the expertise on how to steer and manage digital sales processes. For future advancements in this field of research, students developed the skills to critically assess current research findings and to maintain an innovative outlook on further advancements in the digital sales environment.</i>
Teaching methods	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Group work <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input checked="" type="checkbox"/> Others: Blended Learning
Assessment methods	<i>8-page term paper on group project</i>
Recommended reading	<i>Daly, D. (2017). Digital Sales Transformation in a Customer First World. Wiley. ISBN-10: 1781193282, ISBN-13: 978-1781193280.</i> <i>Cespedes, F. V. (2021). Sales Management That Works: How to Sell in a World that Never Stops Changing. Harvard Business Review Press. ISBN-10: 1633698769.</i> <i>Rainsberger, L. (2023). Digital Transformation in Sales: How to Turn a Buzzword into Real Sales Practice – A 21-Step Guide. Springer. ISBN-10: 3658388897.</i> <i>Seidenstricker, S. & Poeppelbuss, J. (2023). The triggers and consequences of digital sales: a systematic literature review. Journal of Personal Selling & Sales Management. 43:1. 5-23. DOI: 10.1080/08853134.2022.2102029.</i>
Additional information	<i>During class sessions several activation assignments are conducted individually or in groups to encourage students to engage with the study material and course content autonomously and independently.</i>
Recognition of credits	<i>Will be filled in by coordinators</i>