

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	B2C and B2B Sales, CRM Systems
Name of the subject in English:	B2C and B2B Sales, CRM Systems
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-B2CRME-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course is designed to teach students understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

The course focuses on sales and the supporting technologies, in a holistic approach - students will understand broader aspects of company strategies, to which marketing and sales strategies can link to.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course is designed to teach students understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

The course focuses on sales and the supporting technologies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

1. company evaluation - Coospace assignment, evaluated in Coospace
2. video recording of selling a product/service and a self-reflection essay of it - Coospace task, evaluated in Coospace
3. planning a CRM - team work - team to present on seminar, evaluated on Coospace
4. completing Coursera courses of guided projects - students must attach the proof of completion

Case studies, or pre-reading tasks are given a week before the seminar if required.

Coursera

<https://www.coursera.org/projects/introduction-to-crm-with-hubspot>

<https://www.coursera.org/learn/sales-and-crm-overview/home/info>

EVALUATION OF THE SUBJECT:

During the seminar, 50 points can be gained based on individual work, teamwork and by active participation during seminars.

Minimum 25 points out of 50 is required to participate at oral exam.

Task 1

Company evaluation - deadline 21 October 2022

Max. points: 10

Criteria of evaluation:

- presenting the company (2 pts)
- presenting target market and sales strategy used by the company (3 pts)
- analysing advantages and disadvantages of current strategy (3 pts)
- suggestions (2 pts)

Task 2

Video recorded selling and evaluation - deadline 11 November 2022

Max. points: 10

Criteria of evaluation:

- clarity of the product/service use (presentation) (2 pts)
- clarity of the purpose (presentation) (2 pts)
- analysis of targeted and achieved purpose (essay) (2 pts)
- key strength and weaknesses identifying (essay) (3 pts)
- suggestions for yourself (essay) (1 pts)

Task 3

CRM planning teamwork - deadline last seminar

Max. points: 10

criteria of evaluation:

- validity of project (2 pts)
- solution suggested (5 pts)
- presentation (3 pts)
- teamwork (2 pts)

Task 4&5

Coursera courses - 5 December 2022

(it gives certificate to the students)

Max. points: 10 to sales and CRM overview, 5 to hubspot

Active participation during seminar - max. points: 5

Personal evaluation at the end of semester - based on student's performance on seminars

Oral exam

Topics to be chosen randomly - evaluation based on exam performance plus results (pts) collected during the practice. Final mark is based on both practice points and oral exam performance.

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- *Sales management : analysis and decision making*. M.E. Sharpe, cop. 2012
- Pink, Daniel H.: *To sell is human : the surprising truth about moving others*. Riverhead books, 2012

RECOMMENDED READING LIST:



- Dyché, Jill: *The CRM handbook : a business guide to customer relationship management*. Addison Wesley, cop. 2002