

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: "SALES MANAGEMENT AND LOGISTICS"

DEGREE PROGRAMME: BUSINESS AND MANAGEMENT ; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 210 h.; incl. curricular 75 h.

CREDITS: 7

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR: incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	135	

Prepared by:

1.
(Assoc. prof. Dr. Evgenia Tonkova)

2.
(Assoc. Prof. Dr. Bistra Vassileva)

Head of department:
„Marketing“ (Prof.Dr. Evgeni Stanimirov)

I. ANNOTATION

The course "Sales Management and Logistics" covers the main thematic units: sales and distribution management, sales analysis, sales strategies and programs and B2B and B2C logistics.

By the end of the course, students will gain knowledge; will form skills and competencies in managing sales in different types of channels. During their training, they will become familiar with the modern distribution channels and various mobile applications that are used in the field of sales. Important interdisciplinary links will be covered with other subjects related to the topics taught.

Throughout the course, students will learn how to manage sales by channels, segments, customers, etc. in terms of efficient logistics and how to utilize new technologies.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I. Introduction to sales management and logistics		5	5	
1.	The nature and scope of sales management and logistics.			
2.	Importance of sales management.			
3.	Importance of B2B and B2C logistics in business.			
II. Sales management		6	4	
1.	Contemporary issues in sales management.			
2.	Process of sales management.			
3.	Stages and characteristics.			
III. Sales management and distribution channels		10	5	
1.	Sales management in traditional channels			
2.	Sales management in on-line channels.			
3.	Sales management in catalog, call, vending, TV and event channels.			
4.	Sales management in personal sales			
IV. Sales analysis		10	4	
1.	Sales analysis by channels.			
2.	Sales analysis by products.			
3.	Sales analysis by segments.			
V. Sales strategies and programs		5	6	
1.	Classification of sales strategies.			
2.	Strategy argumentation and development.			
3.	Sales strategy design.			
4.	Structure of sales program.			
5.	Design of sales program.			
6.	Sales promotions.			
VI. B2B and B2C Logistics		9	6	
1.	B2B Logistics			
2.	B2C Logistics			
3.	Нови технологии в логистиката			
4.	Logistic chains and distribution channels			
5.	Reverse logistics			
6.	Innovations in logistics – automation, 3-D distribution, dron logistics, etc.			
Total:		45	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project (on a predefined theme) and Presentation	1	55
1.2.	Test	1	20
Total midterm control:		2	75
2.	Exam		
2.1.	Test	1	60
Total final term control:		1	60
Total for all types of control:		3	135

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

Christopher, M. Logistics & Supply Chain Management, FT Press, 2016.

Dent, J. and White, D., Sales and Marketing Channels. How to Build and Manage Distribution Strategy, KoganPage, 2018.

Manning, G., Ahearne, M. and Reece, B., Selling Today: Partnering to Create Value, 14th Edition, Pearson, 2018.

Tonkova, E., Automated Marketing and the Need for Revising Traditional Practices / Evgeniya Georgieva Tonkova // Emerging Trends in Marketing and Management : ETIM&M : 1st Annual International Conference, Sept. 22th - 24th, 2016. - Bucharest, Romania : The Bucharest University of Economic Studies Publ. House, 2016.

RECOMMENDED (ADDITIONAL) LITERATURE:

Jobber, D. and Lancaster, G. Selling and Sales Management, 8th edition, Prentice Hall, 2009.

Jordan, J. and Vazzana, M., Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance, 2012.

Rich, D., Contagious Selling: How to Turn a Connection into a Relationship that Lasts a Lifetime, 2013.