

Course title: Sales Management
Course code: 24037
ECTS credits: 4
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 2
Trimester: 5
Goal: To acquaint students with the content of modern sales activities that are necessary in a competitive market environment.
Outcome: Students will be able to apply theoretical and practical knowledge and evaluate the evaluation of the role of sales manager.
Contents of the course
Theoretical instruction
1. Basics of sales management;
2. Sales performance and sales: Sales abilities and skills.
3. Formulation of the sales process: The impact of the environment on the sales program.
4. Market research and demand forecasting.
5. Sales forecasting and planning.
6. Sales organization.
7. Concepts important for successful sales;
8. Ethics of sales management;
9. Analysis of quantitative and qualitative indicators of sales success.
10. Defense of seminar papers
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Customer analysis test,
2. forecasting market demand.
3. Graphic presentation of the operational plan and sales in the company.
4. Optimizing sales managers.

5. Analysis of personal characteristics and characteristics of the sales manager.
6. Financial analysis of sales results and cost mix.
7. Analysis of sales organization on the example of specific companies
8. Defining sources for seminar papers
9. Preparation of seminar papers
10. Defense of seminar papers
Textbooks and References
1. V. Filipović, V. Damnjanović, MENADŽMENT PRODAJE, FON, Belgrade, 2006.
2. Jobber, D. and Lancaster, G., Selling and Sales Management, London, Pearson Education, 2003.
3. Lovreta Stipe, Janičijević Nebojša, Petković Goran, Prodaja i menadžment prodaje, Belgrade, 2008.
4. Dalrymple, Cron, DeCarlo, Sales management, Hoboken, Wiley, Eight edition, 2004.
5. Maričić B., Ponašanje potrošača, Beograd, Savremena administracija, Belgrade 1996
Number of active classes (weekly)
Lectures: 3
Practical classes: 1
Other types of classes: 0
Grading (maximum number of points: 100)
Pre-exam obligations: Points
Activities during lectures: 10
Activities on practical excersises: 0
Seminary work: 40
Colloquium: 0
Final exam: Points
Written exam: 50
Oral exam: 0
Lecturer
Vladeta Petrović, PhD
Associate