



Syllabus of the educational component
Program of educational discipline

OTP 1 Sales management on B2B and B2G markets



Code and name of specialty

075 - Marketing

Institute

Institute of Economics, Management and International
Business

Educational program

Marketing

Chair

Marketing (201)

Educational level

second (master's)

Type of discipline

special (professional) training; mandatory

Semester

1

Language of teaching

English

Teachers, developers



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Author and co-author of more than 100 scientific and educational works.
Courses: "Marketing", "Merchandising", "Neuromarketing", "Marketing
strategies in the international market", "Sales management in B2B and B2G
markets"

<https://web.kpi.kharkov.ua/marketing/>

General information

Abstract

The discipline provides for students to acquire theoretical knowledge and master practical skills for the formation of a sales management system on the B2B and B2G markets.

Purpose and objectives of the disciplines

The purpose of teaching the educational discipline "Sales Management in B2B and B2G Markets" is for students to learn the theoretical and organizational foundations of sales management, to understand the essence of the sales system and the relationship between its internal elements and the external environment, taking into account the specifics of the functioning of B2B and B2G markets, to understand the system of marketing methods in sales management.

Format of classes

*OTP 1 Sales management on B2B and
B2G markets*



Національний технічний університет
«Харківський політехнічний інститут»

Lectures, practical classes, consultations. Individual calculation task. Final control - credit.

Competences

ZK1. Ability to make informed decisions.

ZK3. The ability to evaluate and ensure the quality of the work performed.

ZK6. Ability to search, process and analyze information from various sources.

SK5. Ability to diagnose the marketing activity of a market entity, perform marketing analysis and forecasting.

SK6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.

SK7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships.

SK8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.

Learning outcomes

P7. To be able to form and improve the marketing system of a market entity.

P10. To justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.

P14. Form a marketing system of interaction, build long-term, mutually beneficial relations with other market subjects.

P15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.

Scope of the discipline

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, practical classes – 32 hours, independent work – 86 hours.

Prerequisites for studying the discipline (prerequisites)

Necessary conditions for studying the discipline "Management of sales in B2B and B2G markets" are the mastery of knowledge in such disciplines as: "Strategic marketing", "Relationship marketing", "Communications and negotiations".

Features of the discipline, methods and technologies of education

Lectures are conducted using multimedia tools (Microsoft Teams), presentations and supporting notes. In practical classes, typical tasks are solved, specific examples (cases) are analyzed, and the results of the calculations obtained in the tasks are discussed. The team work method is used. The calculation task is defended using presentation materials and multimedia tools. Study materials (lecture notes, case studies, presentations) are provided to applicants using a virtual learning environment.

Program of educational discipline

Topics of lectures

Topic 1. Formation of the company's sales system and modern trends in sales management

The essence of the concept of "sales" and the modern concept of sales management. Sales management: content, components, tasks and main trends. Formation of the company's sales policy as a basis for improving its sales system.

Topic 2. Sales management in the B2B market

B2B market. The main differences in sales on the B2B market. The specifics of the business process of selling on the B2B market. Purchasing center. Participants of the procedure and types of purchases on the B2B market. Factors and models of purchasing behavior in the B2B market. The process of making a purchase decision on the B2B market.

Topic 3. Specifics of purchases on the B2G market

Legislative and institutional basis of public procurement. Principles of public procurement. Types of public procurement and organization of their implementation. Peculiarities of the organization of the

open bidding procedure. Competitive dialogue. Negotiated procurement procedure.

Topic 4. Organization of sales

Key aspects of the organization of sales at the enterprise: approaches to the organization of sales structures. The process and technique of sales organization. The main approaches of working with customers within the sales process. Building long-term mutually beneficial relationships between business partners. Methods of establishing business contacts.

Topic 5. Informational and procedural support of sales management

Marketing and information support for sales management based on CRM technologies. Creating a customer profile. Identification of target customer groups. Customer relationship management. Monitoring the level of customer satisfaction.

Topic 6. Sales forecasting and planning

Sales analysis for management decision-making. Sales forecasting methods. Product sales planning.

Topic 7. Strategy and tactics of sales management

Formation of sales strategy and tactics. Types of sales strategies. Formation of customer loyalty.

Topic 8. Motivation and training of sales personnel as components of sales management

Motivation of sales personnel and its role in sales management. Motivational factors of sellers. Development of a sales staff motivation system. Training of sales personnel.

Topic 9. Control and assessment of sales performance

Directions and control tools of the company's sales department. Performance evaluation indicators of sales personnel. The system of key performance indicators of sales department employees.

Topics of practical classes

Topic 1. Formation of the company's sales system and modern trends in sales management

Study of the basics of the formation of the company's sales system, taking into account modern trends in sales management.

Topic 2. Sales management in the B2B market

Familiarization with the specifics of sales and purchases in the B2B market.

Topic 3. Specifics of purchases on the B2G market

Study of the key provisions of the procurement system organization in the B2G market.

Topic 4. Organization of sales

Study of the key provisions of the organization of the sales system at enterprises.

Topic 5. Informational and procedural support of sales management

Acquaintance with the basic information and procedural support of sales management at enterprises.

Topic 6. Sales forecasting and planning

Studying the methodology of sales forecasting and planning.

Topic 7. Strategy and tactics of sales management

Studying the basics of sales management strategy and tactics.

Topic 8. Motivation and training of sales personnel as components of sales management

Acquaintance with the key provisions of motivation and training of sales personnel.

Topic 9. Control and assessment of sales performance

Acquaintance with the key provisions and tools for control and assessment of sales performance.

Topics of laboratory work

Conducting laboratory work is not provided for in the curriculum.

Independent work

The course involves the implementation of an individual calculation task.

Literature and educational materials

Basic literature:

1. Балабанова Л.В., Митрохіна Ю.П. Управління збутовою політикою: навч. посіб. Київ: Центр учбової літератури, 2011. 240 с.
2. Бойчук І.В., Дмитрів А.Я. Маркетинг промислового підприємства: навч. посіб. Київ: «Центр учбової літератури», 2014. 360 с
3. Кондратюк І.В., Малініна М.Я. Професійні продажі: навч. посіб. Івано-Франківськ: «Лілея НВ», 2015. 192 с.
4. Оснач О.Ф., Пилипчук В.П., Коваленко Л.П. Промисловий маркетинг: підручник. Київ: Центр учбової літератури, 2009. 364 с.
5. Пилипчук В.П., Данніков О.В. Управління продажем: навч. посіб. Київ: КНЕУ, 2011. 627 с.

Додаткова література:

1. Безугла Л.С., Демчук Н.І. Маркетинг закупівель: навч. посіб. Дніпро: Видавець Біла К.О., 2019. 240 с.
2. Бровдій А.М. Організація публічних закупівель: навч. посібник. Харків: ХНУМГ ім. О.М. Бекетова, 2018. 183 с.
3. Вачевський М.В., Скотний В.Г., Вачевський О.М. Промисловий маркетинг: основи теорії і практики: навчальний посібник для вузів. Київ: Центр навчальної літератури, 2004. 254 с.
4. Крикавський Є.В., Чухрай Н.І. Промисловий маркетинг: підручник. Львів: Літопис, 2001. 336 с.
5. Про публічні закупівлі: Закон України від 25.12.2015 р. №922-VIII. URL: <https://zakon.rada.gov.ua/laws/show/922-19#Text>
6. Шабунін О.О. Промисловий маркетинг: підручник. Т.1. Київ: ВД «Студцентр», 2011. 528 с.
7. Яннаріно Е. Інструкція ефективного продавця. Київ: Видавництво «Наш формат», 2020. 192 с.

Evaluation system

Criteria for evaluating student performance and distribution of points

Final assessment:

30 points - performance of practical classes during the semester; 30 points - current testing theoretical knowledge; 20 points - defense of an individual calculation task; 20 points - credit (final test)

Rating scale

Sum points	National assessment points	National assessment	Sum points
90-100	90-100	Definitely Perfectly	90A100
82-89	82-89	Fine	82B89
75-81	75-81	Fine	75C81
64-74	64-74	Satisfactorily	64D74
60-63	60-63	Satisfactorily	60E63
35-59	35-59	Unsatisfactorily (additional study required)	35FX9
1-34	1-34	Unsatisfactorily (need to repeat study)	1-B4

Norms of academic ethics and policy of the course

The applicant must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": show discipline, education, benevolence, honesty, responsibility. Conflict situations should be openly discussed in study groups with the teacher, and if it is impossible to resolve the conflict, it should be brought to the attention of the employees of the institute's directorate. Regulatory and legal support for the implementation of the principles of academic integrity of NTU "KhPI" is posted on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Coordination

Syllabus agreed 28.08.2023



Head of Department
Diana RAIKO

28.08.2023



Guarantor OP
Oleksandr KOSENKO