

MKT 611 Sales Management and Customer Relationship Management – Case Studies

1. General information:

- The case presentation accounts for 20% of the final grade.
- To pass the class, you have to participate in a case presentation!
- Presentation groups will be formed on the basis of your thematic preferences.
- Please send an Email indicating **your preferences** (first, second, and third choice), **name** and **student registration number** until Sunday, February 24th to kateryna.ukrainets@bwl.uni-mannheim.de. We will try to consider your thematic preferences.
- Each group will receive a case with associated questions.

2. Topics and associated preliminary presentation dates:

(final presentation dates are announced at the end of February)

Topic	Expected Presentation Date
Customer Relationship Management	March 18, 2019
Customer Loyalty	March 18, 2019
Customer Cards	March 18, 2019
Key Account Management	March 21, 2019
Sales Strategy	March 21, 2019
Channel Strategy	March 25, 2019
E-Commerce	March 25, 2019
Multichanneling	March 28, 2019
Sales Force Organization	March 28, 2019
Sales Force Compensation	March 28, 2019

3. Requirements:

- Please prepare a Power-Point presentation to answer the case questions.
- Length of presentation should be **20 minutes** including 5 minutes of discussion.
- Please send your presentation **3 days in advance** (Friday / Sunday) to kateryna.ukrainets@bwl.uni-mannheim.de

4. Grading:

- Group performance, no individual grades.
- The evaluation criteria are content (double weighting), structure and formalities.

5. Support: Each group can arrange **one** appointment via Email.