

MKT 615 Sales Management Case Studies

1. General information:

- The case presentation accounts for 40% 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, March 21st** 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 presentation dates:

Topic	Presentation Date
Customer Relationship Management	April 12, 2021
Customer Loyalty	April 12, 2021
Customer Cards	April 12, 2021
Key Account Management	April 15, 2021
Sales Strategy	April 15, 2021
Channel Strategy	April 19, 2021
E-Commerce	April 19, 2021
Multichanneling	April 21, 2021
Sales Force Organization	April 21, 2021
Sales Force Compensation	April 21, 2021

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 / Monday) 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.