

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, April 7th** to Janina.riether@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	May 12, 2022
Customer Loyalty	May 12, 2022
Customer Cards	May 12, 2022
Key Account Management	May 19, 2022
Sales Strategy	May 19, 2022
Channel Strategy	May 19, 2022
E-Commerce	May 23, 2022
Multichanneling	May 23, 2022
Sales Force Organization	May 30, 2022
Sales Force Compensation	May 30, 2022

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 Janina.riether@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.