

## MKT 615 Sales Management Case Studies 2023

### 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 Friday, March 03<sup>rd</sup> 2023** to [Janina.riether@uni-mannheim.de](mailto:Janina.riether@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 24, 2023
Customer Loyalty	April 24, 2023
Customer Cards	April 24, 2023
Key Account Management	May 08, 2023
Sales Strategy	May 08, 2023
Channel Strategy	May 08, 2023
E-Commerce	May 15, 2023
Multichanneling	May 15, 2023
Sales Force Organization	May 22, 2023
Sales Force Compensation	May 22, 2023

### 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@uni-mannheim.de](mailto:Janina.riether@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.