

## **MKT 615 Sales Management Case Studies 2024**

### **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 03<sup>rd</sup> 2024 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 (tbd):**

<b>Topic</b>	<b>Presentation Date</b>
Customer Relationship Management	April 08, 2024
Customer Loyalty	April 08, 2024
Customer Cards	April 08, 2024
Key Account Management	April 15, 2024
Sales Strategy	April 15, 2024
Channel Strategy	April 15, 2024
E-Commerce	April 22, 2024
Multichanneling	April 22, 2024
Sales Force Organization	April 29, 2024
Sales Force Compensation	April 29, 2024

### 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.