

## MKT 615 Sales Management Case Studies 2025

### 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 numberuntil Sunday, March 2<sup>nd</sup> 2025** to [Rebecca.boritzki@uni-mannheim.de](mailto:Rebecca.boritzki@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):

Topic	Presentation Date
Customer Relationship Management	April 03, 2025
Customer Loyalty	April 03, 2025
Customer Cards	April 03, 2025
Key Account Management	April 10, 2025
Sales Strategy	April 10, 2025
Channel Strategy	April 10, 2025
E-Commerce	May 08, 2025
Multi-channeling	May 08, 2025
Sales Force Organization	May 15, 2025
Sales Force Compensation	May 15, 2025

### 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 [Rebecca.boritzki@uni-mannheim.de](mailto:Rebecca.boritzki@uni-mannheim.de)

### 4. Grading:

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