

COURSE INFORMATION SHEET

University: <i>University of Presov</i>	
Faculty: <i>Faculty of Management and Business</i>	
Course Code: <i>7KNN/MPR-ER/26</i>	Course title: <i>Sales Management and Customer Relationship Management</i>
Type, scope and method of educational activities: <i>Type of educational activities: lectures and seminars</i> <i>Scope of training activities: 2 h lecture and 1 h seminar per week</i> <i>Method of learning activities: combined; max. 30 % distance learning, via MS Teams, Moodle or other application and platforms.</i>	
Number of credits: <i>4</i>	
Recommended semester of study: <i>3rd year, 5th semester</i>	
Degree of higher education: <i>1.</i>	
Prerequisites: <i>-</i>	
Conditions for passing the course: <i>Method of evaluation and completion of the course: final exam</i> <i>The condition for successful completion of the course:</i> <i>The condition for successful completion of the course is to obtain the final sum of points from the sub-assessment activities (activities carried out during the semester) and the final written test of at least 50 points (which represents 50% of the total score) and to fulfill the conditions of participation according to the Study Regulations.</i> <i>The final grade is the sum of the activities of the sub-assessment (seminar activities - the student can get 0-30 points) and the final test - the student can get 0-70 points.</i> <i>The success criteria for the grading levels are as follows:</i> <i>A: 100.00-90.00%; B: 89.99-80.00%; C: 79.99-70.00%; D: 69.99-60.00%; E: 59.99-50.00%; FX: 49.99 and below. A student scoring less than 50% will be graded FX. Passing the course is contingent upon successful completion of the specified prerequisites and fulfillment of the conditions of participation according to the Student Regulations of University of Presov.</i>	
Learning outcomes: <i>The graduate of the course will acquire knowledge, skills and competences.</i> <i>Knowledge:</i> <ul style="list-style-type: none"> <i>– Understands the principles of sales management and their importance within an organization.</i> <i>– Has an overview of modern sales strategies and business models.</i> <i>– Has knowledge of Customer Relationship Management (CRM) and its application in business practice.</i> 	

- *Acquires knowledge in the field of customer experience, customer journey, and customer loyalty building.*
- *Is able to characterize, interpret, and analyze sales processes and CRM tools.*

Skills:

- *Is able to identify factors influencing sales performance and customer satisfaction.*
- *Is able to analyze customer data and segment customers according to relevant criteria.*
- *Is able to design a sales process and a CRM strategy for an organization.*
- *Is able to apply communication and negotiation techniques in sales situations.*
- *Applies acquired knowledge in solving business and customer-related problems.*
- *Uses professional tools for sales management, reporting, and performance analysis.*

Competences:

- *Acquires the ability to manage sales activities at the operational level.*
- *Has the ability to make decisions based on data and analytical outputs.*
- *Independently identifies and solves professional problems in the field of sales and CRM.*
- *Designs and implements solutions focused on building long-term customer relationships.*
- *Argues for and defends proposed solutions based on professional knowledge and analytical data.*

Brief outline of the course:

1. *Introduction to Sales Management and Its Importance in an Organization.*
2. *Sales Strategies and Business Models (B2B, B2C, Omnichannel).*
3. *Sales Process and Sales Funnel.*
4. *Customer Journey and Customer Experience.*
5. *Fundamentals of Customer Relationship Management (CRM).*
6. *Types of CRM Systems and Their Application in Practice.*
7. *Working with Customer Data and Database Marketing.*
8. *Customer Segmentation and Customer Lifetime Value.*
9. *Communication and Negotiation in Sales.*
10. *Sales Team Management and Salesperson Motivation.*
11. *Measuring Sales Performance.*
12. *Digitalization, Automation, and Trends in Sales.*
13. *Ethics in Sales, Customer Data Protection, and Building Customer Loyalty.*

Recommended reading:

INGRAM, T. N., R. W. LAFORGE, R. A. AVILA, C. H. SCHWEPKER a M. R. WILLIAMS. (2024). *Sales Management: Analysis and Decision Making*. 11. vyd. New York: Routledge, 2024. ISBN 978-1032426358.

JOBBER, D., G. LANCASTER a K. Le Meunier-Fitzhugh. (2024). *Selling and Sales Management*. 12. vyd. Harlow: Pearson Education, 2024. ISBN 978-1292441146.

Language which is necessary to complete the course: *English Language*

Notes:

Distribution of student workload:

29% of workload – direct teaching activities (lectures, seminars)

31% of workload – independent student work (preparation for seminars, preparation of a seminar paper, work on continuous assessment outputs)

40% of workload – self-study and preparation for the final assessment

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

Evaluation of course:

Total number of students assessed: -

A	B	C	D	E	FX

Teacher(s):

Lecturer: doc. Ing. Ivana Ondrijová, PhD.

Seminar leader: doc. Ing. Ivana Ondrijová, PhD., Ing. Mária Tomášová, PhD.

Date of last change: 01. 03. 2026

Approved by: