

COURSE CERTIFICATE

№ 02SALESMAN-0222-1

Date of issue 03/02/2023

This is to certify that

Ali Aseel Ahmed Murshed

Successfully completed the course

SALES MANAGEMENT

3 credits

The description of the course and the achieved learning results are given in the appendix to this certificate.

E-CERTIFICATE

<https://open.spbstu.ru/certificate/02SALESMAN-0222-1.pdf>



Vice-rector for academic affairs
Elena M. Razinkina

Ali Aseel Ahmed Murshed

STUDENT ID 3348337

PETER THE GREAT ST. PETERSBURG POLYTECHNIC UNIVERSITY
<http://www.spbstu.ru/>

THE NAME OF THE COURSE SALES MANAGEMENT
<https://openedu.ru/course/spbstu/SALESMAN>

LEAD-TIME

From September 12, 2022 to January 22, 2023

Assessment, number of hours and credits per course

Credits	Hours		Assessment		
	General	Aca- demic	100-point	5-point	Letter
3	81	108	71	3	C

GRADING POLICY

Evaluation scale ranges (100-point scale)	Score (5-point scale)	Letter
90-100	5	A
75-89	4	B
60-74	3	C
0-59	2	F

COURSE PROGRAM

- Lecture 1. Place of sales management in marketing
- Lecture 2. Sales strategy
- Lecture 3. Salesforce size, budgeting and compensations
- Lecture 4. Organizational structures
- Lecture 5. Sales techniques
- Lecture 6. Motivation and performance evaluation
- Lecture 7. Recruitment, training and leadership
- Case on GGR-movie

WHAT YOU'LL LEARN:

- Learn to determine the place and role of sales in the marketing mix of the organization.
- Learn to formulate a sales strategy in various areas.
- Learn to form the organizational structure of sales management.

SCORING FORMULA:

Nº	Assessment Type	Points scored	Maximum score	Quotient
1	Tests	86	100	0,49
2	Cases	73	100	0,11
3	Final Exam	52	100	0,40
4	Final Score	71	100	1

Appendix to the certificate №
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