

Commercial and Marketing Management

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Course & Class Information

Course: **Commercial and Marketing Management**

Program: **Business Administration and Management**

Credits: **6 ECTS**

Mode: **Onsite / Blended**

Class 1: **Commercial and Marketing Overview**

Instructor: **Dr. Leul Girma**

Objective and Learning Outcomes

Objective:

To develop understanding of **commercial and marketing functions** and how they contribute to **business performance and growth**.

By the end of this class, students will be able to:

Explain the role of **commercial and marketing activities**

Differentiate between **sales and marketing functions**

Understand the importance of **customer value and revenue generation**

Recognize how both functions support **business success**

Main Teaching & Learning Materials

lecture slides,
case studies, and real-world business examples.
Academic articles and selected readings to support learning.
Interactive discussions, practical exercises, and group activities

Commercial Management Overview

Commercial management focuses on **sales activities**, **customer relationships**, and **revenue generation** to achieve business objectives (Bright et al., 2019).

It focuses on:

- Managing **sales operations** and performance
- Building **customer relationships**
- Achieving **business revenue goals**



Marketing Management Overview

Marketing management focuses on understanding **customer needs**, creating **value**, and building **market demand** to support business growth (Bright et al., 2019).



It focuses on:

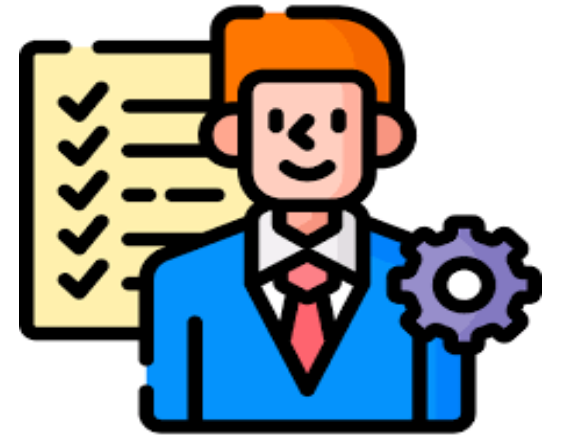
- Identifying **customer needs and preferences**
- Developing **value propositions**
- Creating and managing **market demand**

Purpose of Commercial Activities

The purpose of **commercial activities** is to generate **revenue**, manage **sales processes**, and ensure the company achieves its **financial objectives** (Bright et al., 2019).

It focuses on:

- Converting opportunities into **sales revenue**
- Managing **customer accounts and transactions**
- Achieving **financial and sales targets**



Purpose of Marketing Activities

The purpose of **marketing activities** is to create **customer value**, build **brand awareness**, and generate **demand** in the market (Kotler et al., 2017).



It focuses on:

- Understanding **customer needs and behavior**
- Building **brand awareness and positioning**
- Generating **market demand**

Commercial vs Marketing Differences

Commercial management focuses on **sales execution** and **revenue generation**. **Marketing management** focuses on **customer value creation** and **demand development** (Bright et al., 2019).

It focuses on:

- Difference between **sales-driven** and **customer-driven** approaches
- Role of each function in **business performance**
- Impact of **alignment** on results



Revenue vs Customer Value

Revenue generation focuses on achieving **sales income** and financial results. **Customer value** focuses on delivering benefits that satisfy **customer needs** and build loyalty (Kotler et al., 2017).

It focuses on:



- Balance between **short-term revenue** and **long-term value**
- Importance of **customer satisfaction**
- Role of value in **customer retention**

Sales vs Market Orientation

Sales orientation focuses on achieving **immediate sales** through product promotion. **Market orientation** focuses on understanding **customer needs** to create long-term value (Kotler et al., 2017).

It focuses on:

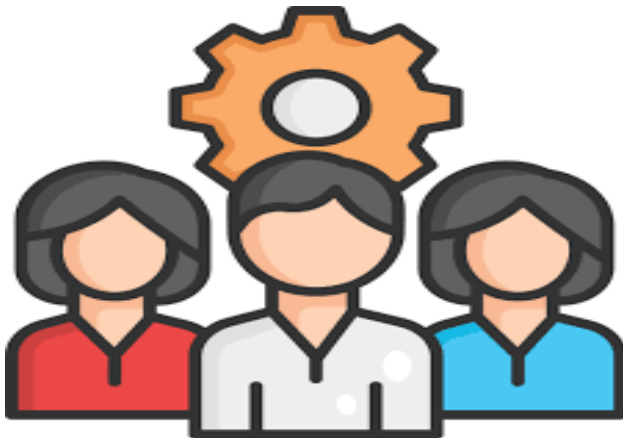
- Difference between **product-driven** and **customer-driven** approaches
- Role of **market insights** in strategy
- Impact on **long-term performance**



Role of Commercial Teams

Commercial teams are responsible for **sales execution**, managing **customer relationships**, and achieving **revenue targets** (Bright et al., 2019).

It focuses on:



- Managing **sales pipelines** and activities
- Building **customer relationships**
- Delivering **revenue and sales results**

Role of Marketing Teams

Marketing teams are responsible for creating **customer demand**, building **brand value**, and supporting business growth through strategic activities (Kotler et al., 2017).

It focuses on:

- Developing **marketing strategies and campaigns**
- Building **brand awareness and positioning**
- Generating and nurturing **customer demand**



Sales vs Brand Focus

Sales focus emphasizes achieving **short-term revenue targets**. **Brand focus** emphasizes building **long-term customer trust** and **brand equity** (Kotler et al., 2017).



It focuses on:

- Difference between **short-term results** and **long-term value**
- Role of **brand equity** in business success
- Balance between **sales performance** and **brand building**

Operational Focus in Sales and Marketing

Sales operations focus on **execution, targets, and performance tracking**.
Marketing operations focus on **campaign management, content, and customer engagement** (Bright et al., 2019).

It focuses on:

- Daily **execution activities** in both functions
- Use of **tools and processes**
- Monitoring **performance and outcomes**



Sales and Marketing Interaction

Sales focus emphasizes achieving **short-term revenue targets**. **Brand focus** emphasizes building **long-term customer trust** and **brand equity** (Kotler et al., 2017).

It focuses on:



- Difference between **short-term results** and **long-term value**
- Role of **brand equity** in business success
- Balance between **sales performance** and **brand building**

Sales–Marketing Misalignment

Misalignment occurs when **sales** and **marketing** pursue different goals or strategies, leading to reduced performance and inefficiencies (Bright et al., 2019).

It focuses on:

- Differences in **objectives and priorities**
- Impact on **customer experience**
- Effects on **business performance**



Aligning Sales and Marketing Goals

Alignment ensures that **sales** and **marketing** work toward shared **business objectives** and consistent strategies (Kotler et al., 2017).



It focuses on:

- Setting **common goals and KPIs**
- Improving **communication and coordination**
- Enhancing overall **business performance**

Customer Journey Overview

The **customer journey** describes the stages customers go through from **awareness** to **purchase** and beyond, shaping their overall experience (Kotler et al., 2017).

It focuses on:



- Stages from **awareness** to **purchase**
- Customer **experience** across **touchpoints**
- Role of both **marketing** and **sales** in the journey

Further reading

Bright, D. S., Cortes, A. H., Hartmann, E., Parboteeah, K. P., Pierce, J. L., Reece, M., Shah, A., Terjesen, S., Weiss, J., White, M. A., Gardner, D. G., Lambert, J., Leduc, L. M., Leopold, J., Muldoon, J., & O'Rourke, J. S. (2019). *Principles of Management*

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2017). *Marketing Management*

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*

Thank you



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