Marketing and Sales Management

This module aims to:

- Introduce selling as an element of the marketing process, explaining business orientation concepts and associated marketing and sales planning strategies
- Explore consumer and organisational buyer behaviour, assess sales contexts and their impact on marketing and selling processes
- Evaluate the selling process: exploring personal selling, key account management, relationship selling and multi-channel aspects, including e-selling and social media components
- Examine the sales management role: managing the sales force, cultivating the marketing and sales interface and satisfying forecasting and budgeting requirements

**Syllabus**

- Development and role of selling as an element of marketing strategy
- Sales strategies and tactics within a marketing framework
- Consumer and organisational buyer behaviour
- Sales contexts and customer management
- Personal selling technique - responsibilities, preparation and selling skills
- Key account management (KAM) strategies
- Relationship selling and importance of marketing information gathering
- Multi-channel selling, including internet applications & IT techniques
- Sales management responsibilities: managing the sales force and delivering sales forecast and budget data

**Learning outcomes**

On completion of this module, students will be able to:

- classify and analyse different marketing and sales functions
- formulate appropriate strategies for the marketing and selling of products and services in diverse business settings
- recognise and apply core personal selling tasks and responsibilities
- analyse and assess customer relationship and sales channel components to optimise the development of marketing and sales plans
- apply understanding of sales force management and leadership strategies
- deliver appropriate sales budget and forecast data to satisfy business planning requirements

**Description of unit of assessment**

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<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission date</th>
<th>Weighting</th>
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Ready to apply?

Complete the online application form and an Admissions Adviser will be in touch to assist you in the enrolment process.