



Module code	MSM	NQF level	5
Credit value	15	Study duration	9 weeks

# 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

## 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

## 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 and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by lecturecasts and a discussion forum; tutor support will be available to students via phone, email, and synchronous question and answer (Q&A) sessions.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	500 words	End of Unit 2	20%
Mid-module assignment	2,000 words	End of Unit 4	35%
End of module project	2,000 words	End of Unit 9	35%
Journal entries	500 words	End of Unit 9	10%