## Marketing and Sales Management

<table>
<thead>
<tr>
<th>Module Code</th>
<th>MSM</th>
<th>NQF level:</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Value</td>
<td>15</td>
<td>Study duration:</td>
<td>9 weeks</td>
</tr>
</tbody>
</table>

This module aims to:
- Understand an organisation's personal selling function;
- Examine the recruiting, developing, motivating, and retaining of a talented sales force;
- Analyse the tactical issues and strategies for developing the sales force into an effective sales team;
- Examine the fundamentals of strategic planning; and
- Evaluate personal selling activities.

### Syllabus
- Role of a sales manager in an organisation
- Personal selling processes
- Customer relationship management
- Specialisation and centralisation of the sales force function
- Sales forecasting
- Recruiting and staffing a sales force
- Sales force training and development
- Reward systems
- Sales force evaluation methods

### Learning outcomes
On completion of this module, students will be able to:
- Classify and analyse different sales functions
- Critically evaluate recruitment, selection, and retention plans for salespeople
- Design sales plans
- Create sales presentations
- Analyse and assess sales management and leadership strategies
- Apply understanding of good practices in sales force management

### 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 specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

---

### Description of unit of assessment

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
</tr>
<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
</tr>
<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
</tr>
</tbody>
</table>