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
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.

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<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission date</th>
<th>Weighting</th>
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<td>Discussion contribution</td>
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<td>Journal entries</td>
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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.