

MRKT E8001: Sales and Marketing

Module Details	
Module Code:	MRKT E8001
Full Title:	Sales and Marketing APPROVED
Valid From::	Semester 1 - 2009/10 (September 2009)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Angela Hamouda
Departments:	Unknown
Module Description:	This module aims to provide students with an in-depth understanding and appreciation of the marketing theory and practice necessary for business development and an ability to apply these concepts in the development of a marketing plan and the development of a sales strategy.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Recognise and utilise the concepts of marketing and sales and determine how the customer is the focus of all such activities
MLO2	Critically assess the importance of profiling the target market, segmentation and positioning strategies required for business success.
MLO3	Evaluate the role of competitor analysis and identifying competitive advantage
MLO4	Analyse the ongoing role of market research throughout the lifecycle of the business and apply the necessary techniques for identifying customer needs.
MLO5	Critically evaluate the interaction between the elements of the marketing and sales mix for the business offering.
MLO6	Evaluate the rationale for strategic market planning in the overall business context and foster innovative marketing techniques.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Introduction to Marketing Marketing as a Philosophy and Culture. The Core of Good Marketing Thought and Practice. The Marketing Concept. The Marketing Process. Marketing Orientation.	
Market Analysis Techniques Buying or Selling? What Constitutes a Market? Customers Buy Benefits not Products Getting Closer to your Customers Getting Customers for Life Customer Delivered Value Buyer Behaviour	
The Market What constitutes a Market? Market Segmentation Profiling the Target Market Selecting a Market and Establishing a Position	
Competitive Analysis Analysing Competitors, Identifying Competitive Advantage, Porters Industry Analysis Model	
Market Research Why do Market Research? Role of Market Research, Determining Customers Needs through Market Research, Qualitative versus Quantitative Research, How to do Market Research	
Sales Strategy Selling Benefits not just products, Establishing a Brand	
Sales and Marketing Tools The Fundamentals of Selling Pricing Pricing Techniques Psychological Pricing Distribution Strategy	
Market Planning Market Planning Why Develop a Marketing Plan The Benefits of the Plan Marketing Strategy Options, Writing the Marketing Plan, Strategic Market Planning and building a Competitive Edge	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	Week 12	Learning Outcome	2,3,4,6
Duration in minutes	0		
Assessment Description Marketing Plan			
Assessment Type	Presentation	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 14	Learning Outcome	2,3,4,6
Duration in minutes	0		
Assessment Description Presentation of Marketing Plan			
Assessment Type	Other	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	Week 5	Learning Outcome	2,3,4,5,6
Duration in minutes	0		
Assessment Description Case Study Workshops			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Lectures on Module Content	Every Week	2.00	2
Tutorial	Contact	Tutorials and Case Study Workshops	Every Week	1.00	1
Independent Study	Non Contact	Student to follow course content	Every Week	3.00	3
Directed Reading	Non Contact	Directed Reading assigned to student	Every Week	2.00	2
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	3.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Armstrong, G.. (2009), Marketing: An Introduction, 9th Edition. Prentice Hall.
Blythe, J.. (2008), Essentials of Marketing, Pearson.
Gundry, L.. (2007), Entrepreneurship Strategy – Changing Patterns in New Venture Creation, Growth and Reinvention, Thousand Oaks.
Jobber, D.. (2006), Foundations of Marketing, McGraw-Hill.
Byrne, G. (2004), Winning Marketing Decisions that Grow a Business: how successful entrepreneurs do it, Blackhall Publishing.
McDonald, M.. Marketing Plans: how to prepare them, how to use them, 4th Edition. Butterworth-Heinnam.
Charles M. Futrell. (2009), The Fundamentals of Selling, Eleventh. McGraw Hill.

Recommended Article/Paper Resources

Journal. Harvard Business Review.
Journal. Journal of Marketing.
Journal of Marketing Communications.
Journal of Research in Marketing and Entrepreneurship.

This module does not have any other resources