

<b>MODULE TITLE</b>		Marketing Management Skills			
<b>MODULE LEVEL</b>		7			
<b>MODULE CREDIT POINTS</b>		15			
<b>SI MODULE CODE (if known)</b>		44-7935-00S			
<b>MODULE JACS CODE</b>		N550			
<b>SUBJECT GROUP</b>		SG-44012 Marketing - O&M			
<b>MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery)</b> NB "Semester 3" ends on 31 July each year					
<b>LONG (2 semesters)</b>		<b>SHORT (1 semester)</b>		<b>NON-STANDARD DELIVERY</b>	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2		End Date	
		Sem 3			
<b>MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)</b>					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark <b>if other than 40%</b> (subject to approval)					%
<b>MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)</b>					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
<b>MODULE STATUS (✓ as applicable to status of module in the context of current proposal)</b>					
<b>Unchanged:</b> an existing module, presented as unchanged from previous years					
<b>Modified:</b> an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
<b>New:</b> new module to be approved through current validation process					✓
<b>If status is 'Modified', please give date when modified version is to be available from</b>				<b>Modified Version Available from</b> N/A	
<b>Breakdown of notional study hours by type</b> (Typically requires 10 hours of notional study time for 1 CATS credit)		<b>Tutor-Led (Contact Hours)</b>	<b>Tutor-Directed Study</b>	<b>Self-Directed Study</b>	<b>TOTAL STUDY HOURS for this Module</b>
		24	18	108	150
<b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>					
MSc International Marketing					

## **1 AIM OF THIS MODULE**

1. To provide a clear understanding of the need for cohesion between marketing and sales within business organisations.
2. To provide students with the necessary skills that will enable them to effectively perform a variety of tasks frequently encountered within the marketing and sales functions of organisations.
3. To prepare students for the International Consultancy Course by providing a platform to enhance skills applicable to a consultancy project.

## **2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO**

1. Demonstrate how to elicit deep client understanding
2. Understand and apply consultative sales methodologies in a business to business context.
3. Effectively negotiate with a variety of customers, clients, colleagues and managers in a variety of situations.
4. Develop and deliver effective client centred presentations using persuasive skills.
5. Understand skills required to effectively perform a consultancy project and have an action plan to enhance your skills.
6. Critically reflect on what makes an effective marketing where you are in relation to it.

## **3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE**

- Understanding client needs.
- Sales methodologies and skills.
- Consultancy skills.
- Presentation skills.
- Negotiation skills.

## **4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES**

The teaching and learning strategy adopted will encourage students to adopt a critical and reflective approach to the course content and self improvement. In order to achieve this, a variety of resources will be used including lectures, guest speakers, discussions, workshops, in class exercises and videos. Blackboard will be used as a repository for learning materials and as a vehicle for communicating with students.

## 5. THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

Students will be expected to assess their competency against a range of skills at the beginning of the course. They will chart their progress through the project culminating in the production of a reflective assignment on skills development.

Lectures will be used to introduce students to the underpinning theory of the various skills. Lectures will be supplemented by directed readings.

Seminars will take several forms, but will be essentially practically based in order to develop the necessary skills. The various forms will range from workshops, practice presentations, from role playing to discussions.

However, students will be expected to do any necessary preparation prior to the seminars in order to be able to participate and benefit fully, and in order to facilitate their own learning.

Assessed activities include two group presentations and a written assignment.

**TABLE A: ASSESSMENT TASK INFORMATION**

<b>ASSESSMENT TASK</b>	<b>% weighting of overall module mark</b>	<b>Duration of task / word count / length of exam</b>	<b>In-module retrieval available ?</b>	<b>Individual task pass mark ONLY IF OVER 40%**</b>
Presentation Portfolio	40%	2 x 15 minutes	No	
Assignment	60%	3000 words	No	

## 6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

Written feedback (both summative and formative) will be given for each piece of assessed work.

## 7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

- Classroom setting
- Presentation equipment
- PC & Internet Access
- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches
- Key text: Parker, J & Cropper, A (2008); Finance and Marketing, core text. Cengage.

**FINAL TASK**

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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**MODULE REFERRAL STRATEGY**

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

**REVISIONS**

Date	Reason
July 2012	Assessment Framework review