

MODULE DESCRIPTOR

MODULE TITLE	Business Marketing and Sales Skills		
Module Code	25-5048-00S		
Level	5		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	85% Coursework 15% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters	Short: 1 semester YES	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- provide a clear understanding of the need for cohesion between marketing and sales within business organisations;
- 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; and
- enhance the employability of Sheffield Hallam University students. This will be achieved by providing a competitive edge in the commercial world through the application of functional skills.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Demonstrate the need for cohesion between marketing and sales in a business to business context;
2. Apply 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; and
5. Critically reflect on the skills and attributes that make for effective marketing and sales managers your current profile and development in relation to these.
6. Demonstrate the skills and attributes required to secure a successful placement or work-based learning opportunity.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

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 repository for learning materials and as a vehicle for communicating with students.

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 will normally include: group presentations, negotiation role play and a personal reflective assignment.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	85%	Sales portfolio	No
2	Coursework	CW	15%	CV and covering letter	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Lectures will cover theory and practice in:
- The marketing and sales interface;
- Sales methodologies;
- Sales Skills;
- Presentation skills; and
- Negotiation skills.

In seminars you will be about practically apply the skills covered in the lectures in group work, presentations, discussions, workshops and role play situations.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

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.
	1

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