



Module Specification

Sales for Managers

Version: 2023-24, v2.0, 12 Jul 2023

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Part 1: Information

Module title: Sales for Managers

Module code: UMKDLL-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See learning outcomes

Outline syllabus: Introduction to the development and role of selling in marketing

Sales environment

Sales settings

Market data collection and analysis

International selling

Sales technique

Sales management

Motivation and training

Organisation and compensation

Sales forecasting and budgeting

Salesforce evaluation

Ethical considerations

Part 3: Teaching and learning methods

Teaching and learning methods: This module is centred on students 'learning by doing' and the emphasis is located on problem-posing learning rather than rote teaching. The specific teaching and learning methods of this module are grounded in the principles and practice of action learning. The approach will be developmental and students will be expected to make a substantial contribution to the content and conduct of the module.

Teaching and learning methods are focused around a problem posing pedagogy that draws on student and peer experiences. Lectures will have blended material embedded within them and may be presented as podcasts on BB for students to follow at any time. Students will be exposed to the more complex technical, organisational and social concepts through seminars and workshops. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues. Cases and issues will be drawn from the students own working environment. The workshop programme explores and applies core syllabus concepts within a broad marketing arena and within the specialist context of the student's working practice.

Scheduled learning includes on-line materials such as lectures, seminars, tutorials, workshops.

Independent learning includes hours engaged with essential reading, data collection in own organisation or case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand the principles and theory of Sales Management, personal selling, key accounts and sales force management

MO2 Apply Core theory to selling situations and appreciate and assess the implications of decisions

MO3 Analyse and evaluate different sales situations and apply their knowledge to suggest appropriate sales strategies and personal selling actions and solutions

MO4 Integrate the principles and practice of personal selling, internal customer contact management, internal marketing communications and customer relationship management within Key Account Management

MO5 Prepare, formulate and execute a sales presentation including a consideration of client objections and follow-up activities

MO6 Work successfully as a team to produce a customer focused and persuasive sales proposition

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The assessment strategy has two tasks:

A) which is a group sales presentation about core sales process concepts in a case study; and

B) coursework in the form of an individual 1,500 word report, that allows critical analysis of sales management concepts and integrated application of various concepts related to the case study

Summative assessment is as described above. Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regards to developing thinking and approaches to assessment and working with the assessment criteria.

Assessment tasks:

Presentation (First Sit)

Description: Group presentation: core sales process concepts in the workplace (30 mins +q&a)

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO4, MO5, MO6

Report (First Sit)

Description: Report: critical analysis of application sales management concepts (1500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Individual sales presentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5, MO6

Report (Resit)

Description: Individual reflective report - work based

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Leadership and Management Practice {Apprenticeship-UWE}

[Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22