



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|---|--------------------|-----------|
| Module Title | Marketing Application to Sales Approaches | | |
| Module Code | UMKDPG-15-3 | Level | 3 |
| For implementation from | September 2018 | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 |
| Faculty | Business and Law | Field | Marketing |
| Department | BBS, Business and Management | | |
| Contributes towards | BA (Hons) Leadership and Management Practice (Top-Up) | | |
| Module type: | Project | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | NA | | |

| Part 2: Description |
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| <p>This module forms part of the core taught provision on the BA (Hons) Leadership and Management Practice (Top-Up) programme. It builds on students' existing marketing and sales experience and equips students with an understanding of marketing and sales strategies. The focus of the module is on the application of marketing concepts to the design and development of sales approaches.</p> <p>Learning will focus around these inter-related areas:</p> <ul style="list-style-type: none"> • Marketing versus sales orientations • Market audit process • Marketing data collection and analysis • Segmentation, targeting, and positioning • Principles of the marketing mix • NPD process • Customer relationship management • Sales environment and settings • Sales strategies and techniques • Personal selling process and the stages of selling • Ethical marketing and sales practice <p>The module will typically be studied on a block release basis. Contact time per module will equate to 6 days delivered in two blocks. These two blocks will be spread over 2 months and assessment scheduled for 4 weeks following the second teaching block.</p> |

There is a focus on flipped delivery supported by technology: here the delivery of core theoretical concepts moves from the classroom into the online space (pre block delivery) and synchronous sessions (block delivery) focus on collaborative learning, sense making and sharing of experiences. Post block delivery online activities help the student to apply their learning to the context of their organisation and personal and professional development.

Part 3: Assessment

The assessment strategy for individual students depends on the learning contract negotiated with the module team. The assessment states that it must be equivalent to a project of a maximum of 3,000 words. Options include:

- A portfolio of evidence
- A presentation of a specific sales activity with associated reflection
- Production of an information leaflet or video related to a proposed sales activity with associated reflection.


For the different assessment approaches guidelines will be available so that students and academic staff can have confidence that assessments are comparable. Assessment strategies need to meet the following four criteria:

1. That the negotiated learning outcomes are met
2. That the correct academic level is reached
3. That the learning, including assessment, represents 150 hours of study, nominally
4. That active links are drawn to the student's learning portfolio and that this assessment is situated in their workplace to demonstrate individual ownership of their work and learning.

Formative assessment strategies, such as direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, how they will be assessed and to give students the opportunity to set their own goals.

Formative assessment in this module will centre on the seminar preparation that students will have undertaken prior to each block delivery. This provides a chance for students to practice applying theory to practice and affords them the opportunity to gain experience without risking adversely affecting the module mark if any mistakes have been made.

| Identify final timetabled piece of assessment (component and element) | Component A | |
|--|--|-----------|
| % weighting between components A and B (Standard modules only) | A: | B: |
| | 100% | |
| First Sit | | |
| Component A Controlled element Description of each element | Element weighting (as % of component) | |
| 1. Negotiated Learning Contract (equivalent of a maximum of 3,000 words) | 100% | |
| Resit (further attendance at taught classes is not required) | | |
| Component A Controlled element Description of each element | Element weighting (as % of component) | |
| 1. Negotiated Learning Contract (equivalent of a maximum of 3,000 words) | 100% | |
| Part 4: Teaching and Learning Methods | | |
| Learning Outcomes | On successful completion of this module students will be able to: | |
| | 1. Understand and apply market audit and market analysis processes to identify opportunities | |

| | <ol style="list-style-type: none"> 2. Critically evaluate the marketing mix in consumer goods markets and other contexts 3. Understand and apply the segmentation, targeting and positioning process in marketing contexts, 4. Understand and apply the principles of customer relationship management 5. Understand and enhance the principles and theory of sales force management and personal selling 6. Analyse and evaluate different sales situations and suggest appropriate sales strategies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|-----------------------------------|-----------------------|-----------------|--|--|--|--|--|--|--|--|--|--|--|----|-----------------------|---|-------------------------|-----------------------|-----------------|-----|----|-----|---|-----|---------------------------------|--|------------------------------------|----|----------------------------------|------|--------------------------------------|----|--|------|
| <p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p> | <table border="1" data-bbox="513 611 1433 1005"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p style="text-align: right;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="628 1317 1326 1552"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table> | Key Information Set - Module data | | | | | <i>Number of credits for this module</i> | | | | | | | | | 15 | Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | 150 | 36 | 114 | 0 | 150 | Total assessment of the module: | | Written exam assessment percentage | 0% | Coursework assessment percentage | 100% | Practical exam assessment percentage | 0% | | 100% |
| Key Information Set - Module data | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Practical exam assessment percentage | 0% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 100% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reading List | <p>Students will be expected to undertake substantial independent reading on this module to enable them to apply theory to their work experience. All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p><i>An electronic indicative reading list can be found at:</i> https://uwe.rl.talis.com/lists/08DBB7B2-C181-46DF-FB8D-09A0F8B15CEB.html</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| First CAP Approval Date | UVP May 2018 link to Apprenticeship Proposal | | | |
| Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i> | | Version | 2 | Link to RIA |