



Module Specification

Marketing Application to Sales Approaches

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Part 1: Information

Module title: Marketing Application to Sales Approaches

Module code: UMKDPG-15-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Marketing

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module forms part of the core taught provision on the BA (Hons) Leadership and Management Practice (TopUp) programme. It builds on students' existing marketing and sales experience and equips students with an understanding of marketing and sales strategies.

Features: Not applicable

Educational aims: The focus of the module is on the application of marketing concepts to the design and development of sales approaches.

Outline syllabus: Learning will focus around these inter-related areas:

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

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

Module Learning outcomes:

MO1 Understand and apply market audit and market analysis processes to identify opportunities

MO2 Critically evaluate the marketing mix in consumer goods markets and other contexts

MO3 Understand and apply the segmentation, targeting and positioning process in marketing contexts

MO4 Understand and apply the principles of customer relationship management

MO5 Understand and enhance the principles and theory of sales force management and personal selling

MO6 Analyse and evaluate different sales situations and suggest appropriate sales strategies

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 for individual students is to respond to a business report set by 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:

That the negotiated learning outcomes are met

That the correct academic level is reached

That the learning, including assessment, represents 150 hours of study, nominally

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.

Assessment components:

Written Assignment - Component A (First Sit)

Description: Business report (equivalent of a maximum of 3,000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment - Component A (Resit)

Description: Business report (equivalent of a maximum of 3,000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Leadership and Management Practice {Apprenticeship-UWE} {Top-Up}

[Sep][FT][Frenchay][2yrs] BA (Hons) 2020-21