




CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Key Account Management				
Module Code	UMKD6W-15-3	Level	3	Version	1.2
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA(Hons) Business and Management; BA(Hons) Marketing; BA (Hons) Business Management with Marketing;				
Pre-requisites	none	Co- requisites	none		
Excluded Combinations	none	Module Entry requirements	N/A		
First CAP Approval Date	QMAC Dec 11	Valid from	September 2012		
Revision CAP Approval Date	2 February 2016	Revised with effect from	September 2016		

Review Date	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> 1. Understand the principles and theory of Key Account Management, personal selling and sales force management (A & B) 2. Be able to apply the theory of Key Account Management to selling situations and appreciate and assess the implications of decisions (B) 3. Be able to analyse and evaluate different sales situations and apply their knowledge to suggest appropriate sales strategies and personal selling actions and solutions (B) 4. Integrate the principles and practice of personal selling, internal customer contact management, internal marketing communications and customer relationship management within Key Account Management (A) 5. Prepare, formulate and execute a B2B sales presentation including a consideration of client objections and follow-up activities (A) 6. Work successfully as a team to produce a customer focused and persuasive sales proposition (A)
Syllabus Outline	<ul style="list-style-type: none"> • Understand Key Account Management Process • Key Account Management theory and issues • The personal selling context and the selling environment

	<ul style="list-style-type: none"> • Theoretical underpinnings of Key Account Management • The personal selling process and the stages of selling • Sales techniques and sales presentations • Digital strategic approaches to Key Account Management • Corporate communications and the role of customer contact management • Integrated approaches to Key Account Management, Integrated Marketing Communications and Customer Relationship Management • Ethical considerations in employee and external sales strategies 																				
Contact Hours/Scheduled Hours	Contact will be through three hours of lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.																				
Teaching and Learning Methods	<p>The teaching and learning strategy associated with this module is based around a series of lecture and tutorials. Lectures are used to develop a body of knowledge and offer recommendations for further related reading and knowledge development. Tutorials offer the opportunity for critical application of the theory accrued in lectures and private study, primarily through the use of topical and wide-ranging case studies.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none"> - Case study analysis - Guest lectures covering aspects of global marketing - Problem-based challenges <p>The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</p>																				
Key Information Sets Information	<table border="1" data-bbox="483 1099 1394 1487"> <thead> <tr> <th colspan="5"><u>Key Information Set - Module data</u></th> </tr> <tr> <td colspan="4"><i>Number of credits for this module</i></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> </thead> <tbody> <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 written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	<u>Key Information Set - Module data</u>					<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
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Reading Strategy	<p>All students will be encouraged to make full use of the print and 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 websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these 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>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p>Essential reading Students are expected to purchase or have open access to following text as it is considered core to the module:-</p> <p>Jobber, D. and Lancaster, G. (2012) <i>Selling and Sales Management</i>, 9th edn London: Prentice Hall.</p>																				
Indicative Reading List	<p>Further reading</p> <p>Anderson and Dubinsky (2004) <i>Personal Selling</i>, London, Houghton Mifflin.</p> <p>Belch and Belch (2003) <i>Integrated Marketing Communications</i> (Ed 5), London, McGraw- Hill/Irwin.</p> <p>Carnegie (2006) <i>How To Win Friends And Influence People</i>, London, Sage. Fisher (2003) <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, London, Sage.</p> <p>Johnston, Mark W & Churchill, Gilbert A & Ford, Neil M & Walker, Orville C & Marshall, Greg W 2010, <i>Churchill/Ford/Walker's sales force management</i>, 10th ed, McGraw-Hill Companies, New York, NY</p> <p>Ober (2004) <i>Contemporary Business Communication</i>, London, Houghton Mifflin. Pickton and Broderick (2001) <i>Integrated Marketing Communications</i>, London, Pearson.</p> <p>Rackham (2004) <i>SPIN Selling</i>, New York, Prentice Hall.</p> <p>Academic and Practitioner Journals</p> <p>European Journal of Marketing Journal of Marketing Management Harvard Business Review International Journal of Advertising International Marketing Review International Journal of Research in Marketing Journal of International Business Studies Journal of World Business</p>																				

	Journal of Global Ethics Other Any/all broadsheet newspapers
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Part 3: Assessment

Assessment Strategy	<p>The assessment methods have been selected to assess both students' understanding of the theoretical and applied dimensions of the sales process and sales management. Opportunities for formative assessment and interim feedback are built into module delivery (for example, in the case study based tutorials, skills workshops and tutor 'surgeries').</p> <p>The assessment strategy has two components:</p> <p><u>Component A</u>: is a group presentation undertaken on completion of the module to assess students' knowledge and understanding of core B2B sales process concepts.</p> <p><u>Component B</u> is a case-based individual 2,500 word essay case-based that allows critical analysis of sales management concepts and integrated application of various concepts to a practical situation.</p> <p>Summative assessment is as described above. Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and approaches to assessment and working with the assessment criteria.</p> <p>The assessment criteria for components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Group Sales Presentation	100%
Component B Description of each element	Element weighting (as % of component)
1. Individual Essay (Case- based) 2,500 words maximum	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Individual Sales Presentation	100%
Component B Description of each element	Element weighting (as % of component)
1 Individual Essay (Case-based) 2,500 words maximum	100%
If a student is permitted a RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.	