

MODULE SPECIFICATION

1. **Title of the module**

Sales Management

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

BA (Hons) Business Management	- optional module
BA (Hons) Business Management with Finance	- optional module
BA (Hons) Business Management with Global Industries	- optional module
BA (Hons) Business Management with Law	- optional module
BA (Hons) Business Management with Marketing	- core module

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate knowledge and critical understanding of sales management principles and techniques.
- 8.2 Evaluate the role of selling in contemporary marketing practice.
- 8.3 Identify and recommend appropriate selling strategies for a given product, service and/ or organisation, applying customer recruitment techniques and consider customer motivation.
- 8.4 Analyse the additional considerations when selling a product or service outside of a domestic market.
- 8.5 Discuss the legal, ethical and regulatory considerations around selling.
- 8.6 Critically discuss the value of technology and cloud-based CRM solutions.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Apply underlying concepts and principles outside the context in which they were first studied. including within employment contexts.
- 9.2 Reflect self-critically on their performance and how they come across to others with a view to ongoing learning, development and improvement.

10. A synopsis of the curriculum

This module aims to give learners a comprehensive understanding of the sales management process and contemporary techniques from both a B2C and B2B perspective. The module will particularly focus on the role and value of technological and cloud-computing based sales solutions.

Overview of curriculum:

- Development and role of selling in marketing
- The history of selling and sales strategies
- Consumer and organisational buyer behaviour
- International market selling strategies
- Legal, regulatory and ethical issues related to sales management
- Recruitment: the art of selling and selling techniques
- Key account management and relationship building
- Web-based applications in selling and sales management
- Case study of Sales Force technology
- Sales control and monitoring
- Sales forecasting and budgeting

11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)

Core study text:

- (Jobber, Lancaster), "Sales and selling management", Pearson (latest edition)
- (Jordan), "Cracking the Sales Management Code: The secrets to Measuring and Managing Sales Performance", McGraw-Hill Education (latest edition)
- (Lyttle), "The Accidental Sales Manager", Wiley (latest edition)
- The Future of Sales Performance Management' (www.oracle.com/CRM)
- Sales Management. Simplified. The Straight Truth about Getting Exceptional Results from Your Sales Team. (2015). Weinberg. Amacom
- Sales Management for Dummies. (2015). Bellah, B. John Wiley & Sons Limited
- Rethinking Sales Management: A Strategic Guide for Practitioners. (2007). Rogers. John Wiley & Sons Limited

12. Learning and teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience two lectures and one seminar each week.

- Scheduled Hours: 25
- Independent Study Hours: 125
- Total Study Hours: 150

13. Assessment methods

13.1 Main assessment methods

This module will be assessed as follows:

- A 10 minute oral assessment based on a specified client meeting scenario (25% of overall grade);
- A 1,500 word coursework assignment (75% of overall grade).

A student must pass the *coursework* element of assessment to pass the module.

13.2 Reassessment methods

14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	9.1	9.2
Learning/teaching method	Hours allocated								
Private Study	115	x	x	x	x	x	x	x	x
<i>Lectures</i>	10	x	x	x	x	x	X		
<i>Seminars</i>	15	x	x	x	x	x	x	x	x
Assessment method									
<i>Oral assessment (10 mins)</i>				x		x	x	x	x
<i>Coursework assignment (1,500 words)</i>		x	x	x	x	x	x	x	x

15. **Inclusive module design**

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. **Campus(es) or centre(s) where module will be delivered**

Pearson College London

17. **Internationalisation**

Students taking this unit will learn about sales management and techniques in the context of globalisation. They will be expected to keep up to date with international developments in sales management. Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of sales management globally. Materials for reading will include international content so that students can relate their learning and their topic in the global context

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. **Partner College/Validated Institution**

Pearson College London

19. **University School responsible for the programme**

Kent Business School

MODULE SPECIFICATION

FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)