

MODULE SPECIFICATION

1. **Title of the module**
Sales and Customer Relationship 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)**
Autumn, spring or summer
6. **Prerequisite and co-requisite modules**
None
7. **The programmes of study to which the module contributes**

BSc Digital Marketing	- Core
BSc Digital Marketing (Integrated Degree Apprenticeship)	- Core
BA (Hons) Business Management with Entrepreneurship	- option module
BA (Hons) Business Management with Finance	- option module
BA (Hons) Business Management with Global Industries	- option module
BA (Hons) Business Management with Law	- option module
BA (Hons) Business Management with Marketing	- option module
8. **The intended subject specific learning outcomes**
On successfully completing the module, students should be able to:
 - 8.1 Identify and recommend appropriate selling strategies for a given product, service and/ or organisation, applying customer recruitment techniques and consider customer motivation
 - 8.2 Analyse the additional considerations when selling a product or service outside of a domestic market
 - 8.3 Discuss the legal, ethical, and regulatory considerations around selling
 - 8.4 Critically discuss the value of technology and cloud-based CRM solutions.
9. **The intended generic learning outcomes**
On successfully completing the module, students should be able to:
 - 9.1 Ability to communicate and actively listen at all levels
 - 9.2 Ability to work under pressure and unsupervised, and interact effectively within teams

MODULE SPECIFICATION

- 9.3 Consider the impact of work on others, especially where related to culture, diversity and equality
- 9.4 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
- 9.5 Show integrity and respect for confidentiality and data security in work and personal situations
- 9.6 Be enthusiastic and have a thorough and flexible approach to work
- 9.7 Logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.

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)

Bellah, B. (2015). *Sales Management for Dummies*. New Jersey, USA: John Wiley & Sons Limited.

Jobber, D. Lancaster. G. (2015) *Sales and Selling Management*, 10th edn. Harlow, Essex: Pearson.

Jordan, J. and Vazzana, M. (2011). *Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance*. New York: McGraw-Hill Education.

Lyttle, C. (2011). *The Accidental Sales Manager*. New Jersey. USA: John Wiley & Sons. The Future of Sales Performance Management' (www.oracle.com/CRM).

Rogers, B. (2007). *Rethinking Sales Management: A Strategic Guide for Practitioners*. New Jersey, USA: John Wiley & Sons Limited.

MODULE SPECIFICATION

Weinberg. M. (2015). *Sales Management. Simplified. The Straight Truth about Getting Exceptional Results from Your Sales Team.* USA: Amacom.

12. Learning and teaching methods

Total contact hours: 25

Total private study hours: 125

Total module hours: 150

13. Assessment methods

13.1 Main assessment methods

10 minute group sales demonstration (50% of final grade);

10 individual live video presentation (Facebook live or equivalent) (50% of final grade)

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	9.1	9.2	9.3	9.4	9.5	9.6	9.7
Learning/teaching method											
Private Study											
Lectures	X	X	X	X			X				
Seminars	X	X	X	X	X	X	X	X	X	X	X
Assessment method											
Group sales demonstration			X	X	X	X	X	X	X	X	X
Individual sales demonstration video	X	X			X	X	X	X	X	X	X

MODULE SPECIFICATION

15. Inclusive module design

Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module, PCL will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

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

Pearson College London

17. Internationalisation

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, PCL will look at how we deliver this compelling customer experience across borders.

18. Partner College/Validated Institution

Pearson College London

19. University School responsible for the programme

Kent Business School

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 delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)