MODULE SPECIFICATION

1. Title of the module
   Sales Management – PRSN5121

2. School or partner institution which will be responsible for management of the module
   Pearson College London

3. The level of the module (e.g. 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 - 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 - 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:

- The Future of Sales Performance Management’ (www.oracle.com/CRM)
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.

\[\begin{align*}
\text{Scheduled Hours:} & \quad 25 \\
\text{Independent Study Hours:} & \quad 125 \\
\text{Total Study Hours:} & \quad 150
\end{align*}\]

13. Assessment methods.

This module will be assessed as follows:

- A 10 minute oral assessment based on a specified client meeting scenario (30% of overall grade);
- A 1,500 word coursework assignment (70% of overall grade).

A pass must be achieved in all elements of assessment in order to pass the module.

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)
15. The School/Collaborative Partner (delete as applicable) 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 we 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 University’s/Collaborative Partner’s (delete as applicable) disability/dyslexia student support service, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:
Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.
17. **Partner College/Validated Institution:**
   Pearson College London

18. **University School responsible for the programme:**
   Kent Business School
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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

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<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
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