1. **Title of the module**
   Sales and Customer Relationship 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 (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
   - BSc Digital Marketing (Integrated Degree Apprenticeship)
   - BA (Hons) Business Management with Entrepreneurship
   - BA (Hons) Business Management with Finance
   - BA (Hons) Business Management with Global Industries
   - BA (Hons) Business Management with Law
   - BA (Hons) Business Management with Marketing

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
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)


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 of 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)

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<th>Module learning outcome</th>
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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

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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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Module Specification Template with Guidance (May 2018)