

BUS2006 Marketing and Sales Management

Unit Description

The unit introduces students to the world of modern marketing and sales – creating and delivering value in both profit and non-profit organisations. The unit also examine strategic marketing planning and analysis within a dynamic environment, buying behaviour, target market selection and marketing mix strategies as well as sales management.

Credit Points	6 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Describe and discuss the role of marketing in modern society.
2. Explain the key theories and principles of contemporary marketing practice.
3. Describe the key elements and functions of market research, segmentation, and consumer behaviour.
4. Demonstrate an understanding of the principles of sales forecasting, prospecting, and the selling process.
5. Explain the theories and principles of Marketing Mix (Product, Price, Promotion and Place).
6. Apply marketing and sales management solutions to identified marketing problems through case study analysis.