



Module Guide:

1.4 Sales and Marketing

Programme: BA (Hons) Professional Management

Module details

Module title:	Sales and Marketing
Module code:	1.4
Module level:	4
Credit value:	30
Assessment:	Presentation & Report, reflective review, portfolio evidence
Learning duration:	7 weeks

Introduction

Welcome to this module on Sales and Marketing. This is your reference guide to the content and assessment of this module.

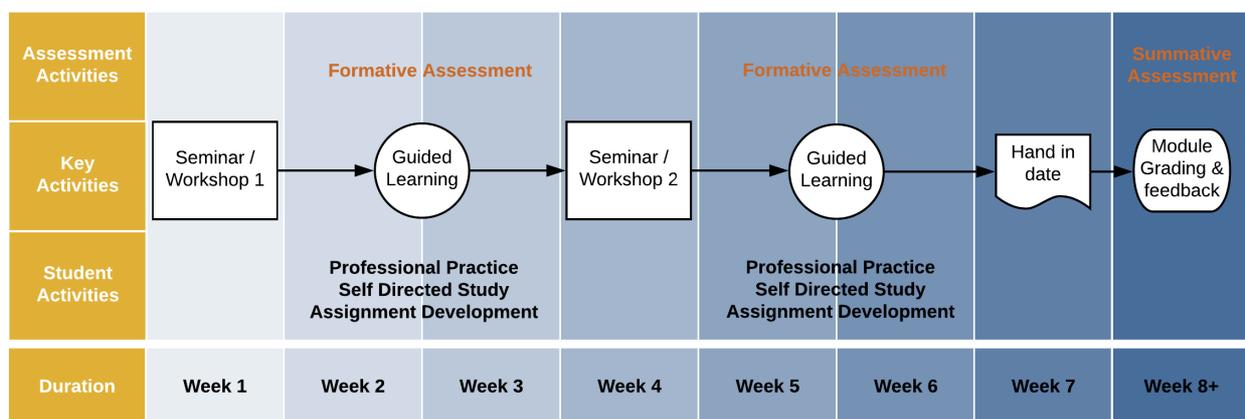
By successfully completing this module, you will be able to:

- 1.4 (1) Evaluate theories to inform sales and marketing strategies within an organisation
- 1.4 (2) Assess methods for setting objectives and monitoring the implementation of a sales and marketing strategy
- 1.4 (3) Analyse approaches to innovation in product and design within a chosen organisation
- 1.4 (4) Apply creative approaches to develop a range of solutions to meet customer and organisation needs.
- 1.4 (5) Critically analyse market segmentation in relation to your own organisation

In order to achieve these learning outcomes, you will need to demonstrate your knowledge and experience as a manager or leader and provide evidence of reflection. Your tutor is there to guide and support you throughout this module, offering advice and guidance where applicable.

Learning strategy

The learning outcomes will be achieved through a combination of seminars, workshops, tutorials, self-directed study, professional practice and reflective review. The learning journey for this module is illustrated below:



Module guidance

In order to complete this module, you will be required to provide the following:

1. A formal presentation on developing a sales and marketing strategy for your organisation
2. Reflective accounts of personal practice as a manager or leader using different sources of information and data to develop sales and marketing solutions
3. Four pieces of portfolio evidence consisting of:
 1. Observation in the workplace.
 2. Witness testimony in relation to decision making in your organisation.
 3. Work product evidence based on sales and marketing within your organisation.
 4. Peer feedback and personal reflection on sales and marketing approaches you have made.

Assessment guidance

This module will be assessed through a formal presentation to develop a sales strategy for your organisation. You will also carry out self-reflection on the use of different sources of information and data to develop sales and marketing solutions. Finally, you will continue to add to your portfolio of evidence, in this instance demonstrating sales and marketing approaches and tasks carried out through normal work activities.

The table below provides an overview of the assessments and how they will be used towards your overall module grade.

Components	Assessment method	Learning outcome	Overview of activity	Marking scheme
Assessment 1	<ol style="list-style-type: none"> 1. Presentation 2. Report 	1.4 (1) 1.4 (2)	Create and present a sales and marketing strategy for your organisation.	Marked and graded (40% pass mark)
Assessment 2	<ol style="list-style-type: none"> 1. Reflective review 	1.4 (4)	Reflect on your own use of different sources of information and data to develop sales and marketing solutions	Threshold (A pass must be achieved)
Assessment 3	Portfolio evidence <ol style="list-style-type: none"> 1. Observation. 2. Work product evidence 	1.4 (3) 1.4 (5)	Compile evidence for your portfolio in order to demonstrate your performance within meetings.	Threshold (A pass must be achieved)

You will be required to complete all 3 components and achieve a pass for each in order to successfully complete this module.

Before you start....

What is expected of you:

- Read through and make sure you understand the requirements of the module. Please feel free to ask your tutor any questions if you are not sure or require further clarification. This can be done in person, by email or telephone.
- Ensure that you are aware of hand in dates for your work. If you feel you will not be able to meet these deadlines, please discuss with your tutor who may be able to arrange for an extension. It is essential that you allow time for this and not leave it until the last moment unless of extenuating circumstances.
- Always keep a soft or hard copy of your work.
- Ensure you have completed your individual self-reflections.
- Ensure you have completed all tasks within the allocated timescale. It is highly recommended that you attend the tutorial sessions and keep in touch with your tutor who will support you through your module. If we are not aware of problems you may be having, we will not be able to help you.
- Throughout this module, there will be a need for both group working activities and individual work.

Assessment 1

Assessment type: Presentation

Learning outcome: 1.4 (1) Evaluate theories to inform a sales and marketing strategy within an organisation.

1.4 (2) Assess methods for setting objectives and monitoring the implementation of a sales and marketing strategy.

Overview: Prepare and deliver a presentation on a proposed sales and marketing strategy for your organisation.

Marking scheme: Marked and graded

Task

You are required to prepare and deliver a presentation on a proposed sales and marketing strategy for your organisation.

1. Presentation

This presentation should last for a minimum of 15 mins and no longer than 25 mins. Your presentation may be performed in any appropriate way, but in all instances it should provide evidence of the following:

1. Use of valid models and theories relating to sales and marketing
2. A sales and marketing strategy related to the real business activities of your organisation.
3. A plan to monitor the effectiveness of a sales and marketing strategy following implementation.

This part of the task will be worth 40% of the marks for this assessment.

2. Report

To accompany the presentation, a report in Microsoft word format, of no more than 1500 words should be produced in order to evidence the following:

1. Identification and evaluation of valid models and theories relating to sales and marketing.
2. Analysis of your own organisation's requirements relating to sales and marketing.
3. Sources of research used, to be presented in the Harvard style.

This part of the task will be worth 60% of the marks for this assessment.

Marking and grading

Your assignment will be marked and graded in line with UCQ's marking and grading guidelines which are in your student handbook. Specific to this task, you will be scored on the task elements detailed above.

In order to be awarded the credits for this assessment, you will need to achieve a minimum pass of 40%. A summary of the specific criteria that will be used to grade your work is shown in the table below.

Grade type	Grade criteria	% band
Excellent pass	<ul style="list-style-type: none"> • Excellent structure of the presentation and supporting documents including all required elements to a very high standard with little or no errors. • Identification and use of a wide range of sales and marketing theories with clear rationale of their appropriateness for inclusion. • A very thorough and valid plan to monitor the effectiveness of the strategy including milestones and timescales. • Excellent explanation with first-rate evaluation of the chosen sales and marketing theories. 	70%+
Very good pass	<ul style="list-style-type: none"> • Very good structure of the presentation and supporting documents including all of the required elements to a high standard with only a few minor errors. • Identification and use of a good range of sales and marketing theories with rationale of their appropriateness for inclusion. • A thorough plan to monitor the effectiveness of the strategy including some milestones or timescales. • Very good explanation with a good evaluation of the chosen sales and marketing theories. 	60%-69%
Good pass	<ul style="list-style-type: none"> • Good structure of the presentation and supporting documents including most of the specified elements to a good standard, but with some minor errors. • Identification and use of a range of sales and marketing theories with a good attempt at providing a rationale for inclusion. • A good attempt at a plan to monitor the effectiveness of the strategy including but with limited use of milestones and/or timescales. • A competent explanation and evaluation of the chosen sales and marketing theories. 	50%-59%
Pass	<ul style="list-style-type: none"> • Satisfactory structure of the presentation and supporting documents but a failure to include some of the specified elements and with a number of errors present. • Identification and use of a limited range of sales and marketing theories with a satisfactory attempt at providing a rationale for inclusion. • Evidence of a plan to monitor the effectiveness of the strategy with limited or no use of milestones and/or timescales. • Satisfactory explanation with a reasonable attempt at evaluating the chosen sales and marketing theories. 	40%-49%
Fail	<ul style="list-style-type: none"> • Poor structure of the presentation and supporting documents with a failure to included most of the specified elements. Errors are present throughout. • Identification of only 1, or no attempt at identifying sales and marketing theories with an un-satisfactory attempt at justification of inclusion. • Limited or no evidence of a plan to monitor the effectiveness of the strategy. • A limited or poor explanation with no or a poor attempt at evaluating any sales and marketing theories. 	0%-39%

Assessment 2

- Assessment type:** Reflective review
- Learning outcome:** 1.4 (4) Apply creative approaches to develop a range of solutions to meet customer and organisational needs.
- Overview:** A reflection activity relating to how you have been involved in developing solutions to meet customer needs.
- Marking scheme:** Threshold (A pass must be achieved)

Task

You are required to complete a reflective review that demonstrates your practice as a manager, reflecting on your practice and what you would do differently if you could have the same experience again. A template will be provided for this asking you to discuss an experience, reflect on this experience, learn from the experience and then plan and try out what you have learned.

1. Reflect on your practice as a manager or leader in relation to persuading your team or individuals. Demonstrate your experience in being involved, either directly or indirectly, in developing solutions to meet a customer's needs. The review should show your ability to use creative approaches based on external customer requirements and your organisation's own needs. Demonstrate what you believe went well and what could be improved and reflect on what you would do differently should you have the same situation again.

There is no formal word count for this task, but as a guide, 500 words would be appropriate.

Marking and grading

Your reflective review is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Presentation of your reflective review	<ul style="list-style-type: none"> ▪ Use of a clear structure ▪ Accurate spelling and grammar ▪ Visually appealing presentation
Summary of new learning	<ul style="list-style-type: none"> ▪ Personal account that is informed from reading/theory ▪ Accurately referenced
Reflective review content	<ul style="list-style-type: none"> ▪ Appropriate to module ▪ Your own personal experience ▪ Reflecting on situation and discussing it
Personal action plan	<ul style="list-style-type: none"> ▪ Clear structure ▪ Accurate spelling and grammar ▪ SMART objectives for personal action plan ▪ Review period for action plan ▪ Linked to ongoing personal development

Assessment 3

Assessment type: Portfolio evidence

Learning outcome: 1.4 (5) Critically analyse market segmentation in relation to your own organisation.
1.4 (3) Analyse approaches to innovation in products and design within a chosen organisation.

Overview: Compile evidence for your portfolio in order to demonstrate your approach to sales and marketing within your job role.

Marking scheme: Threshold (A pass must be achieved)

Task

You are required to complete portfolio tasks and collect evidence to demonstrate your knowledge and understanding of the subject area. The 2 individual tasks are detailed below.

1. Observation

Arrange for a formal observation to take place with your tutor. This will take place in your workplace and observe you in your role carrying out your normal daily work as a leader or manager.

The focus of the observation will be for you to demonstrate your ability to communicate with a range of stakeholders in different situations, and how you can analyse data and sources of information from customers and/or stakeholders.

You should arrange the observation for a time that will allow this stakeholder interaction to be observed and assessed. This observation will last for approximately one hour and will result in a written report being produced by your tutor.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Communicating with stakeholders	Demonstration of appropriate communication techniques in a way that promotes the products and services of the organisation.
Data and information analysis	Show that you can gather data and information from stakeholders and customers and analyse it in order to inform and influence product design within your organisation.

2. Work product evidence

You will be asked to gather a range of evidence that has naturally occurred in the workplace as a result of day to day activities taking place, specifically related to:

- How you have assessed market segments
- How you demonstrate you have improved customer relations by developing solutions to meet an individual customer group's needs

The evidence you chose to gather is at your discretion, but typically evidence may include:

- Minutes and notes from customer meetings
- Customer feedback or communication
- Reports, documents, emails
- Spreadsheets, databases
- Customer presentations
- Product design and development documentation

In all instances, the evidence must show your own individual contribution. Against each item of evidence, you should provide a brief description and a justification of why you have included it to demonstrate your skills.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Gathering of evidence	At least 3 separate pieces of evidence have been gathered and described.
Justification	Each piece of evidence has had its inclusion justified in terms of how it demonstrates skills.

Module reading list

Boddy, D. (2014) *Management: An introduction, by David Boddy - with MyManagementLab*. 6th edn. Harlow: Pearson Education 6 January.

Grant, R.M. (2015) *Contemporary strategy analysis*. United States: John Wiley & Sons 18 December.

Huczynski, A.A., Buchanan, D.A. and Cranfield (2013) *Organizational behaviour*. 8th edn. Harlow, United Kingdom: Pearson Education 25 July.

Johnson, G. *et al.* (2013) *Exploring strategy: Text & cases*. 10th edn. Harlow, England: Pearson Education 5 December.

Kotler, P. and Armstrong, G. (2015) *Principles of marketing*. Harlow, United Kingdom: Pearson Education 2 April.

Marshall, P. and Koch, R. (2013) *80/20 sales and marketing: The definitive guide to working less and making more*. United States: Entrepreneur Press dba Entrepreneur Media 1 August.