This unit focuses on effective management of the sales and marketing function. Marketing management is a business discipline which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Sales management is a business discipline which is focused on establishing, maintaining and improving client relationships, and actively participates in networks to support attainment of key business outcomes.

Rapidly emerging forces of globalization have led firms to market beyond the borders of their home countries, making international marketing highly significant and an integral part of a firm's marketing strategy. This has resulted in developing sales solutions that respond to the specific buying needs of international clients and reviewing sales processes that incorporate multi-national/international consideration to secure prospect commitment to proceed with a sale.

Marketing managers are often responsible for influencing the level, timing, and composition of customer demand, while the sales manager needs to present sales solutions that respond to the specific buying needs of a client, and use sales processes associated with securing prospect commitment to proceed with a sale.

The role of a marketing manager can vary significantly based on a business’s size, corporate culture, and industry context. Its application in developing key marketing strategies that include product, pricing, promotion and placement of goods and services into a market is to ultimately satisfy the needs and values of a customer. While the sales managers role is to establish, maintain and improve client relationships, and actively participate in networks to support attainment of key business (marketing) outcomes.

The Sales & Marketing module will provide opportunities for students to understand key business principles and strategies that all organizations use to satisfy their customer needs and to deliver value. Students will be encouraged to analyse businesses and identify consumer and business markets in order to develop appropriate sales and marketing solutions.

<table>
<thead>
<tr>
<th>ASSESSMENT TASK</th>
<th>TYPE</th>
<th>WHEN ASSESSED – YEAR, SESSION AND WEEK</th>
<th>WEIGHTING</th>
<th>LINKED LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorial quizzes</td>
<td>Quizzes</td>
<td>Four quizzes commencing in week three</td>
<td>20% (5% for each quiz)</td>
<td>1-6</td>
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**LEARNING OUTCOMES FOR SUBJECT**
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 consumer behaviour and marketing research.
4. Demonstrate an understanding of the principles of sales forecasting, prospecting, and the selling process.
5. Explain the theories and principles of customer relationship management.
6. Apply marketing and sales management solutions to identified marketing problems through case study analysis.
regularly and are familiar with the material discussed and presented each week in lectures and tutorials. Quizzes take approximately 15-20 minutes to complete and may include multiple choice questions, problem solving exercises, and short answer questions.

**Group practical exercise**
Practical exercises assess students’ ability to apply theoretical learning to practical, real world situations.
In this assessment students must work in groups of three or four and research three similar products in the market. Groups must then deliver a presentation on their product providing an analysis of how each product is marketed; proposing different approaches to selling; and identifying market alternatives.
Groups must provide a 2000-word written report to accompany their presentation. Presentations must be approx. 15-20 minutes long in which all group members participate.

**Final examination**
Examinations assess students’ understanding and comprehension of theoretical and practical knowledge presented throughout the unit.
The unit’s final examination will be a three-hour closed book exam and will include a series of multiple choice questions and short answer problem solving exercises.

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<tr>
<th></th>
<th>Prescribed for the Course</th>
<th>Selected References</th>
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<tbody>
<tr>
<td><strong>PRINTED MATERIALS</strong></td>
<td>Extensive lectures notes, case study material and other information will be provided on-line as part of this course.</td>
<td>Prescribed text Elliot, G., Rundle-Thiele, S., and Waller, D. (2012) Marketing, Second Edition, John Wiley, Milton, Queensland</td>
</tr>
</tbody>
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