

Unit Code and Title	BUS2006 Marketing and Sales Management
Course(s)	Dip BUS and BBUS programs
Core or Elective	Core: Diploma of Business; Bachelor of Business
Credit Points	6 credit points
Duration	10 weeks
Student Workload	Students should expect to spend approximately 8.5 hours per week over 12 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments and completing examinations.
Essential Requirements	BUS1002
Modes of Delivery	On campus / online
Pre-Requisites	BUS1002
Unit Coordinator	Dr. Arvinder K.S. Singh
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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.

The assessment of the unit provides an opportunity for the students to develop their skills in marketing plan by designing the four elements of marketing: product, price, place and promotion.

Unit Learning Outcomes (ULOs)

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

- [ULO1] Describe and discuss the role of marketing in modern society.
- [ULO2] Explain the key theories and principles of contemporary marketing practice.
- [ULO3] Describe the key elements and functions of consumer behaviour and marketing research.
- [ULO4] Demonstrate and understanding of the principles of sales forecasting, prospecting, and the selling process.
- [ULO5] Explain the theories and principles of customer relationship management.
- [ULO6] Apply marketing and sales management solutions to identified marketing problems through case study analysis.

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