

SBM3102 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.

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.

Summary

Credit Points	6
Courses	DipBUS, BBUS
Total Credit Points	DBUS: 48 credit points, BBUS: 144 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Core
Duration	14 weeks (12 teaching weeks; 1 study week; 1 final assessment week)
Mode of Delivery	On-campus
Assessment	Case study: 10%; Mid Term Test: 20%; Report: 30%; Examination: 40%
Prescribed Textbook	Elliott, G, Rundle-Thiele, S, Waller, D, Smith, S, Eades, L & Bentrott, I 2017, Marketing, 4th edn, John Wiley and Sons, Brisbane
Expected student workload	Students should expect to spend approximately 8.5 hours per week over 14 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.