



Course Descriptor
PROA011 Sales, customer Relations and Networking I & II

Proposed Academic Year	2020-2021	Last Reviewed Academic Year	2019-2020
Course Code	PROA011	Course Title	Sales, customer Relations and Networking I & II
Credit hours	6	Level of study	Undergraduate
College / Centre	COBA	Department	Team Entrepreneurship
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course concentrates on the personal marketing, value of product or service, and the application of customer relationship management (CRM). The course covers three main topics: marketing communications, digital business communications and value-based selling.

2. AIMS

This course aims to identify new opportunities for digital communication, devising and implementing marketing plan for a business start-up.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Understand and identify a significant business added value for the customer.	Dialogue	Presentations within team
2. Ability to communicate effectively through the use of digital channels.	Attend seminars and Dialogue	Dialogue and Presentations
3. Ability of developing marketing plan into project work	Project write up	Write up of project and Presentations

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Dialogue	50
Project	30
Seminars	20
TOTAL	100%

5. ACHIEVING A PASS



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Students will achieve **6** credit hours for this course by passing all of the course assessments and achieving a **minimum overall score of 50%**

NB *Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)

Introduction to Sales, customer Relations and Networking

Dialogue

Dialogue

Dialogue

Seminars and dialogue

Seminars and dialogue

Seminars and dialogue

Dialogue

Dialogue

Dialogue

Report on project and dialogue

Report on project and dialogue

Final Report on Semester and dialogue

Presentation

Dialogue: What is learnt during the semester

TOTAL HOURS

96

Plus **RECOMMENDED INDEPENDENT STUDY HOURS**

96

TOTAL COURSE HOURS

192

7. RECOMMENDED REFERENCES

Core text/s:

Marketing for Entrepreneurs: Concepts and Applications for New Ventures, Edition 2
Frederick G. Crane, 2012 , SAGE Publications

Library + online resources:



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Open Educational Resources:

<https://open.umn.edu/opentextbooks/textbooks/principles-of-marketing>