



**Course Descriptor**  
**PROA1002 Introduction to Sales and Marketing**

<b>Proposed Academic Year</b>	2020-2021	<b>Last Reviewed Academic Year</b>	2019-2020
<b>Course Code</b>	PROA1002	<b>Course Title</b>	Introduction to Sales and Marketing
<b>Credit hours</b>	3	<b>Level of study</b>	Undergraduate – Year One
<b>College / Centre</b>	COBA	<b>Department</b>	Team Entrepreneurship
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

**1. COURSE OUTLINE**

This course addresses the methodology, implementation of sales and marketing and its execution. Students will what a sales and marketing strategy is. Students will use the marketing mix (4 Ps)

**2. AIMS**

upon completion of this course students will be able to:

- Develop a basic understanding about the sales and marketing concepts
- Demonstrate ability to use a sales and marketing strategy
- Apply the marketing mix (4Ps)

**3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS**

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
1. know basic sales marketing concepts and theories	Dialogue sessions	Self reflective essays including literature review
2. Demonstrate how to apply a strategy of marketing to a business .	Attend seminars and Dialogue	Presentations within team
3. know basic sales marketing concepts and theories	Dialogue sessions	Self reflective essays including literature review
4. Demonstrate how to apply a strategy of marketing to a business .	Attend seminars and Dialogue	Presentations within team

**4. ASSESSMENT WEIGHTING**

<b>Assessment</b>	<b>Percentage of final mark (%)</b>
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Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>48</b>
<b>TOTAL COURSE HOURS</b>	<b>96</b>

**7. RECOMMENDED REFERENCES**

**Core text/s:**

Essentials of Marketing" by Jim Blythe (4th edition, 2008

**Library + online resources:**

**Open Educational Resources:**

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



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