

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

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

#### 4. ASSESSMENT WEIGHTING

Assessment	Percentage of
	final mark (%)



Dialogue	50	
Project	30	
Seminars	20	
TOTAL	100%	

## 5. ACHIEVING A PASS

Students will achieve  $\underline{3}$  credit hours for this course by passing  $\underline{ALL}$  of the course assessments and achieving a **minimum overall score** of  $\underline{50\%}$ 

## NB \*Ensure that ALL learning outcomes are taken into account

6. COURSE CONTENT (Indicative)	
Introduction to Sales and Marketing	
Marketing theories	
Team members organizing and gathering materials and identifying seminars	
Dialogue Books reading	
Dialogue to discuss the above	
Dialogue : Marketing mix	
Dialogue: Product (or Service)	
Dialogue: Place	
Dialogue: price	
Dialogue: Promotion	
Seminars	
Dialogue : marketing plan	
Report on project: apply a strategy of marketing to a business	
Essay writing on readings and dialogue	
Discussing essays and reporting and dialogue	
TOTAL HOURS	48



Plus RECOMMENDED INDEPENDENT STUDY HOURS	48
TOTAL COURSE HOURS	96

## 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

