

## MODULE DESCRIPTOR

### Module Title

Business Development, Marketing And Sales

Reference	BS2001	Version	2
Created	August 2021	SCQF Level	SCQF 8
Approved	July 2018	SCQF Points	30
Amended	August 2021	ECTS Points	15

### Aims of Module

To allow managers to understand and develop a critical awareness of the processes of, and differences between the functions of business development, marketing and sales, with a view to producing a business development, marketing and sales plan for a particular opportunity.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Establish and assess the fundamental tasks and activities involved in business development, marketing and sales.
- 2 Identify and critically appraise methods and strategies to aid business development.
- 3 Discuss and analyse global marketing concepts in a customer-oriented and digital environment.
- 4 Analyse the characteristics and behaviours of target audiences, and critically analyse each constituent element of the marketing mix in order to develop an appropriate marketing strategy.
- 5 Analyse the tools and applications associated with market research and sales forecasting, including the personal selling process, key account management and sales force training and motivation.

### Indicative Module Content

Business development (tasks and activities); marketing and sales (tasks and activities). Business development in start-up and established firms. Characteristics of business-to-business markets. Organisational buying behaviour. Market segmentation, targeting and positioning. Business development planning. Core marketing concepts and how marketing must adapt to the demands of the global and digital environment. The nature and contents of a marketing plan. Gathering information and measuring demand. Pricing strategies. Marketing channel design and development. Integrated marketing communications. Product and brand management. Innovation and new product development. Negotiating skills. Sales proposals and presentations. Sales force management, training and motivation. Client/customer service and retention.

**Module Delivery**

The module is delivered in Blended Learning mode using structured online learning materials/activities and directed study, facilitated by regular online tutor support. Workplace Mentor support and work-based learning activities will allow students to contextualise this learning to their own workplace. Face-to-face engagement occurs through annual induction sessions, employer work-site visits, and modular on-campus workshops.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	30	N/A
Placement/Work-Based Learning Experience [Notional] Hours	240	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>	240	

**ASSESSMENT PLAN**

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Report				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	A
<b>B</b>	B
<b>C</b>	C
<b>D</b>	D
<b>E</b>	E
<b>F</b>	F
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BAINES, P., FILL, C. and ROSENGREN, S., 2017. *Marketing*. 4th ed. Oxford: Oxford University Press.
- 2 FILL, C. and MCKEE, S., 2012. *Business marketing face to face: the theory and practice of B2B marketing*. Oxford: Goodfellow Publishers. *ebook*.
- 3 FILL, C. & TURNBULL, S. 2016. *Marketing Communications*. 7th ed. Harlow: Pearson.
- 4 JOBBER, D. & ELLIS-CHADWICK, F. 2016. *Principles and Practice of Marketing*. 8th ed. London: McGraw-Hill.
- 5 SORENSEN, H.E., 2012. *Business development: a market oriented perspective*. Hoboken: John Wiley.