

## MODULE DESCRIPTOR

### Module Title

Business Development, Marketing And Sales

Reference	BSM834	Version	5
Created	August 2022	SCQF Level	SCQF 11
Approved	February 2019	SCQF Points	15
Amended	August 2022	ECTS Points	7.5

### Aims of Module

To enable managers to 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 Assess the fundamental tasks and activities involved in business development, marketing and sales.
- 2 Critically appraise methods and strategies to aid business development.
- 3 Analyse global marketing concepts in a customer-oriented and digital environment.
- 4 Critically analyse the characteristics and behaviours of target audiences, and of each constituent 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.

### 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 (including the energy industries). 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. Client/customer service and retention.

### Module Delivery

The module is delivered by lectures and/or workshops introducing the key theoretical concepts; interactive group work and activities to explore key ideas and concepts, and directed self study. Online delivery includes weekly audiocasts, supplemented by key readings and group activities.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	34
Non-Contact Hours	120	116
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

### 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:	Individual assignment and individual presentation.				

### MODULE PERFORMANCE DESCRIPTOR

#### Explanatory Text

Students are required to produce a single individual coursework in report format, with a supporting video presentation, that will address all the learning outcomes included in the unit descriptor. This assessment is worth 100% of the overall mark. The coursework will be split into 4 sections relating to a specific organisation. Each section will address a specific task, linked to materials covered in the online topics. Sections are expected to be of similar length and will contribute an equal proportion to the assignment mark.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>Pass</b>	A range of facts/principles/models must be chosen and applied. Critical thought, evaluation and/or analysis must be demonstrated with an appropriate standard of rigour and justification. Layout and design should be clear, with good use of space. Language use must involve a fluent professional/academic writing style, with accurate use of grammar and spelling. Clear, consistent and relevant referencing is anticipated, with a full reference list attached.
<b>Fail</b>	Very few facts/principles/models are included/applied. Those that are may not be relevant, may be marginal or incorrect. Insufficient critical thought, evaluation and/or analysis is demonstrated. Design is limited, with poor use of space. A weak academic writing style is evident. Expression of thoughts is lacking, with inaccuracies in grammar and spelling; language lacking in fluency. Referencing is unsatisfactory, with inconsistencies and inaccuracies and/or shortfall in number or relevance. An unsatisfactory reference list is provided, with inconsistencies and inaccuracies and/or a shortfall in number of items.
<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 Kotler, P. Armstrong, G.M. & Harris, L.C. Principles of Marketing, 8th (European) Edition. Pearson, 2019.
- 2 Kohne, A. Customer Oriented Business Development for Successful Companies 1st Edition, Springer, 2019.
- 3 Baines, P., Fill, C., Rosengren, S. & Antonetti, P. Marketing OUP, 5th Edition, 2019.
- 4 Fill, C. & McKee, S. Business Marketing Face to Face: the Theory and Practice of B2B Marketing, 1st Edition, Goodfellow Publishers, 2012.
- 5 .Sorensen, H.E. Business Development: A Market Oriented Perspective, 1st Edition. Wiley, 2012,