

CERTIFICATE IN SALES AND MARKETING

MODULE OUTLINE



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

CSM101 Business Communications

Module objectives

To help the students to be a more effective communicator in the workplace. It will focus on developing skills in verbal, written and visual communication, and application of skills in writing business correspondence and resume, preparing formal business reports and attending employment interviews. While it is important for a manager to have wide and varied knowledge and skills, it is equally vital to acquire the ability to communicate effectively.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the foundations of business communication.
- 2) Master listening and nonverbal communication.
- 3) Appreciate cultural diversity and intercultural communication.
- 4) Plan and apply the steps in writing process.
- 5) Write business letters, memos, electronic mails and faxes.
- 6) Write formal reports and proposals.
- 7) Illustrate report and presentation with effective visuals.
- 8) Conduct oral presentations.
- 9) Write resumes and prepare for employment interviews.

Outline syllabus

This module covers a range of theories, concepts and skills that underpin business communication.

- 1) The nature and process of business communication: the communication model
- 2) Barriers to effective communication
- 3) Mastering listening and nonverbal communication skills
- 4) Improving intercultural communication skills
- 5) Applying the steps in writing process
- 6) Writing routine, positive, negative and persuasive messages
- 7) Business letters, memos, electronic mails and faxes
- 8) Business reports and proposals
- 9) Planning and delivering oral presentations
- 10) Writing resumes, preparing for employment interviews

Pedagogy

Each lesson lasts for three hours and comprises of a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Individual Assignment	15%
2	Group Project	15%
3	Final Examination	70%
	Total	100%

CSM102 Fundamentals of Marketing

Module objectives

What has made companies like McDonald's, Amazon.com, Singapore Airlines household names? The answer lies not just in a good product but how it is marketed. Today's successful companies have one thing in common – they are strongly customer focused and heavily committed to marketing. Sound marketing is critical to the success of every organisation – large or small, profit or non-profit, domestic or global. Marketing is all around us – the results of marketing are witnessed in the abundance of products in nearby shopping mall. Advertisements that fill our TV, spice up our magazines, stuff our mailbox. At home, at school, many of us are exposed to marketing in almost everything we do.

The primary theme of this module is that marketing is undergoing dramatic and exciting changes and the field promises to be just as dynamic in the years ahead. Even the smallest firms are using innovative marketing techniques to compete globally. Students will explore what marketing is all about and gain an appreciation of what is really involved in marketing a company and its products effectively.

Learning outcomes

At the end of this module, students should be able to:

- 1) Define the role and value of marketing in today's increasingly competitive and dynamic environment.
- 2) Explain the development of the marketing concept.
- 3) Evaluate the significance of marketing segmentation and buyer behaviour.
- 4) Define and explain what is meant by product policy.
- 5) Describe what pricing policies involve.
- 6) Explain what distribution policies involve.
- 7) Understand the role and techniques of promoting the product/service.

Outline syllabus

- 1) Overview of Marketing.
- 2) Analysing marketing environment.
- 3) Consumer decision making.
- 4) Segmenting and targeting markets.
- 5) Marketing research and decision support systems.
- 6) Products and services.
- 7) Developing and managing products.
- 8) Pricing concepts and strategies.
- 9) Marketing channels and strategies.
- 10) Retailing and wholesaling.
- 11) Marketing communications.
- 12) Advertising, public relations, sales promotion and personal selling.

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	20%
3	Written Examination	70%
	Total	100%

CSM103 Understanding Customers

Module objectives

This module draws attention to how demand is generated by consumers and how marketers use various marketing tools to understand consumer behaviour and to create consumer satisfaction. Topics consist of fundamental models of consumer behaviour, stages of buyer decision processes, consumer motives and value, perception, consumer attitudes and cultures. Students are expected to acquire a working knowledge of consumer behaviour and be able to integrate terminologies, concepts and techniques into real world situations.

Learning outcomes

At the end of this module, students should be able to:

- 1) Demonstrate a basic knowledge of consumer behaviour theory.
- 2) Appreciate how consumer behaviour theory is applied in the marketplace.
- 3) Apply consumer behaviour concepts to marketing problems that are likely to involve consumer consumption and identity implications.

Outline syllabus

- 1) Consumer behaviour: People in the marketplace
- 2) Perception
- 3) Learning and memory
- 4) Motivation and values
- 5) Perspective on the self
- 6) Personality and lifestyles
- 7) Attitudes and attitude change

- 8) Consumers as decision makers: Individual decision making, group influence and opinion leadership
- 9) Cultures and subcultures

Pedagogy

Each lesson lasts for three hours and comprises of a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Individual Assignment	20%
3	Written Examination	70%
	Total	100%

CSM201 Mathematics for Marketing

Module objectives

The module introduces basic mathematical concepts and applications to marketing and business problems. The use of fundamental arithmetic and problem solving techniques in linear equations, merchandising, interest and loans, simple and compound interest, investments, graphing, descriptive statistics, and a variety of other commercial situations, will be covered.

Learning outcomes

At the end of this module, students should be able to:

- 1) Demonstrate numerical skills needed for basic business calculations.
- 2) Use algebraic and graphical techniques to analyse business and marketing problems.
- 3) Demonstrate proficiency in elementary calculations involving mathematics of merchandising.
- 4) Determine present value, future value and annuities under different scenarios.
- 5) Be familiar with graphical and tabular descriptive techniques.
- 6) Understand numerical descriptive statistical measures.

Outline syllabus

- 1) Overview
- 2) Introduction to Algebra
- 3) Business Mathematics
- 4) Basic Financial Mathematics

5) Tables, Graphs and Charts

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	15%
2	Mid Semester Test	15%
3	Written Examination	70%
	Total	100%

CSM202 Introduction to Selling

Module objectives

Combined with an updated content and strong ethical focus, students will learn sales related skills that lead to success. With an emphasis of putting the customer first and of developing effective communication skills, students will be given opportunity to plan and to conduct a sales presentation. A detailed and step by step selling process will be covered, taking students in every phase of the sales from planning to follow up strategies. The approach gives students the practical and theoretical foundations needed to be successful in a sales career.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the implications of production, sales and marketing orientation.
- 2) Know the role of selling in marketing.
- 3) Recognise the importance of customer and relationship selling.
- 4) Understand buyer behaviour and identifying prospects.
- 5) Prepare and plan for sales activities.
- 6) Distinguish the various phases of selling process.
- 7) Formulate sales and product strategies for prospects.
- 8) Familiar with what is involved in sales presentation and demonstration.
- 9) Know how to deal with buyer's objections.
- 10) Appreciate management related issues in sales.
- 11) Appreciate legal and ethical issues in sales.

Outline syllabus

- 1) Overview
- 2) Prospecting
- 3) Understanding Prospects
- 4) Product Strategy
- 5) Presentation Strategy
- 6) The Successful Salesperson
- 7) Legal and Ethical Issues in Selling

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	15%
2	Sales Presentation and Report	15%
3	Written Examination	70%
	Total	100%