

# DIPLOMA IN SALES AND MARKETING

## MODULE OUTLINE



### DSM101 Marketing Principles

#### Module objectives

The aim of this course is to equip students with a good knowledge of the principles and practice of modern marketing. It teaches a wide range of modern marketing related topics including marketing orientation, marketing environment, market segmentation, targeting and positioning, the marketing mix, and the role of marketing in society and its challenges. Student would be encouraged to generate interest and enthusiasm with a view to embark on a marketing career.

#### Learning outcomes

Students will acquire a general understanding of the marketing concepts, principles and its application to business and management. At the end of the course, student should be able to:

- 1) Understand the role and implications of marketing in business and society.
- 2) Appreciate marketing research concepts and the importance of marketing information.
- 3) Analyse factors of the marketing environment.
- 4) Explain the factors that affect customer buying decisions.
- 5) Appreciate and apply the individual elements of the marketing mix to the marketing activities of organisations.
- 6) Discuss the increasing challenges facing marketers.

#### Outline syllabus

- 1) The marketing concept

- 2) Marketing environment
- 3) Marketing research and information
- 4) Consumer behaviour and analysis
- 5) Market segmentation
- 6) The marketing mix
- 7) Product planning, branding, packaging and development
- 8) Pricing
- 9) Distribution
- 10) Marketing communications
- 11) Marketing and society

## **Pedagogy**

Each lesson lasts for 3 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	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

## **DSM102 Statistics for Marketing**

### **Module objectives**

This module provides students majoring in marketing and sales with an introduction to concepts, methods, and applications of descriptive and inferential statistics. The objectives are to help students to understand various business situations in which a range of statistical techniques are applicable, to develop skills in presenting, summarising and processing sample data, making basic statistical inferences and arriving at appropriate business decisions.

### **Learning outcomes**

Students should be able to:

- 1) Understand the nature of business problems that can be solved using statistical methods.
- 2) Apply relevant statistical techniques and concept of probability applicable to the solution of business problems.
- 3) Acquire understanding in various data collection methods, analysis and representation.
- 4) Produce visual display with the data collected into graphical presentation like graphs, charts and tables in the report.
- 5) Understand the concepts of sampling and statistical estimation.
- 6) Use statistical inference techniques for decision support.

### **Outline syllabus**

- 1) Statistical concepts and data types
- 2) Numerical descriptive techniques
- 3) Graphical descriptive techniques

- 4) Data collection and sampling
- 5) Probability
- 6) Discrete and continuous probability distributions
- 7) Sampling distributions
- 8) Estimation
- 9) Hypothesis testing
- 10) Inference about a population
- 11) Inference about comparing two populations
- 12) Chi-squared tests
- 13) Simple linear and multiple regressions

### **Pedagogy**

Each lesson lasts for three hours and comprises a combination of lectures, tutorial discussions, computer exercises and applications.

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	10%
3	Mid Semester Test	20%
4	Written Examination (Restricted Open Book)	60%
	Total	100%

### Module objectives

This module provides students majoring in marketing and sales with an introduction to concepts, methods, and applications of descriptive and inferential statistics. The objectives are to help students to understand various business situations in which a range of statistical techniques are applicable, to develop skills in presenting, summarising and processing sample data, making basic statistical inferences and arriving at appropriate business decisions. Software package will be introduced for basic data analysis.

### Learning outcomes

Students should be able to:

- 1) Understand key economic terms, principles and ways of thinking in a market economy.
- 2) Identify and explain the market forces of demand and supply.
- 3) Understand the concepts of elasticity and its application.
- 4) Discuss public sector economics issues: externalities and public goods.
- 5) Evaluate production cost and analysis.
- 6) Describe the characteristics of market structures: perfect competition, monopoly, oligopoly and monopolistic competition, and firms' pricing and output decisions.
- 7) Describe the macroeconomic economic environment and the measurement of a nation's income.
- 8) Identify and discuss factors contributing to economic growth.
- 9) Appreciate the concepts of unemployment and inflation.

- 10) Identify and discuss the determinants of aggregate demand and aggregate supply.
- 11) Discuss the influence of monetary and fiscal policy on aggregate demand.
- 12) Evaluate macroeconomic policies of the government and the impact on individuals, households and firms.
- 13) Understand interdependence and the gains from trade.

### **Outline syllabus**

- 1) Fundamental economics principles and concepts
- 2) The market forces of supply and demand
- 3) Elasticity and its application
- 4) Applications of supply and demand, government policies
- 5) Market failure: externalities and public goods
- 6) The costs of production
- 7) Firms in competitive markets
- 8) Monopoly, oligopoly and monopolistic competition
- 9) Macroeconomics: measuring a nation's income
- 10) Measuring the cost of living
- 11) Business cycles and economic growth.
- 12) Saving, investment, and the financial system
- 13) Unemployment and its natural rate
- 14) The monetary system, money growth and inflation
- 15) Aggregate demand and aggregate supply

- 16) Macroeconomic policy: monetary and fiscal policies on aggregate demand
- 17) International trade and economics

## **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	Tutorial Exercises	15%
2	Mid Semester Test	15%
3	Individual Assignment	10%
4	Written Examination	60%
	Total	100%

## **DSM201 Consumer Behaviour**

### **Module objectives**

This is an important module to introduce students with an appreciation of the principles and concepts relating to consumer that have critical impact on developing marketing strategies. It is interesting to share these theories to how we as consumers make various buying decisions. The module examines the process of consumer decision making in regards to motivation, personality, lifestyle, attitudes, and cultural and social influences. There will be opportunity to apply a diversity of knowledge and experience, to practice the application of these concepts, and to evaluate the implications of these actions for business and society.

### **Learning outcomes**

Students should be able to:

- 1) Develop the knowledge of the fundamental theories and concepts involved in consumer behaviour.
- 2) Develop an appreciation of how consumer research plays a role to study consumer.
- 3) Understand consumer in the social and cultural settings.
- 4) Understand how consumers make decision when face with marketing stimuli.
- 5) Build an ability to analyse consumer behaviour and to formulate effective marketing strategy for customer satisfaction.

### **Outline syllabus**

- 1) Consumer research and market segmentation
- 2) Consumer perception and learning
- 3) Consumer personality and motivations

- 4) Consumer attitude and change
- 5) Consumer decision making process
- 6) The influence of culture on consumer behaviour
- 7) Reference groups
- 8) Family influences
- 9) Income and social class
- 10) Ethnic, racial, and religious subcultures
- 11) Individual and organisational decision making

## **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	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

## **DSM202 Financial and Managerial Accounting**

### **Module objectives**

Students will learn the basic functions of accounting and develop fundamental skills required to perform effectively in a managerial position, or to manage personal finances or small businesses. The broad coverage of a range of financial and managerial accounting issues will place practical emphasis to the business world. Students will benefit from the technical skills developed by applying them to other business disciplines such as marketing. At the end of course, students will be able to preparation and analysis of financial reports and to appreciate how accounting information can be used for management decision making.

### **Learning outcomes**

Students should be able to:

- 1) Appreciate the function of accounting and its relation to the real business world.
- 2) Record accounting transactions and prepare financial reports.
- 3) Analyse and extract useful information from financial reports for decision making.
- 4) Use management accounting skills to improve management effectiveness and efficiency.

### **Outline syllabus**

- 1) Introduction to accounting
- 2) Recording business transactions
- 3) The accounting cycle
- 4) Accounting for assets
- 5) Preparation of financial reports

- 6) Preparation of cash flow statement
- 7) Financial analysis
- 8) Introduction to management accounting
- 9) Job costing and process costing systems
- 10) Cost allocations
- 11) The master budget
- 12) Capital budgeting
- 13) Cost-Volume-Profit relationships
- 14) Relevant information for decision making

### **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	Individual Assignment	15%
2	Mid Semester Test	15%
3	Written Examination	70%
	Total	100%

## **DSM203 Sales Management**

### **Module objectives**

This module aims to provide a comprehensive coverage of contemporary sales management and its process. The topics covered will range from understanding the sales function which is the primary source for generating revenue for most organisations, to appreciating the various perspectives of a sales management decision maker.

This course will balance the practical and academic dimensions. It is achieved through designing a course content that consists of introducing fundamental concepts, identifying critical decision areas and presenting analytical approaches for improved sales management decision making. This module also provides opportunity for candidate to develop the necessary qualities and skills required to become an effective sales manager.

### **Learning outcomes**

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

- 1) Understand the role of the sales management process in a business environment.
- 2) Understand the personal selling function, and different sales roles.
- 3) Define the strategic role of the sales function.
- 4) Determine the relationship between personal selling and organisational strategies at the corporate, business, marketing and sales levels.
- 5) Understand the importance of the recruitment and selection process to the well being of the organisation.
- 6) Understand motivation and compensation as it applies to the sales force.
- 7) Determine sales force effectiveness and performance.

- 8) Understand value creation in a buyer seller relationship.
- 9) Understand ethical and legal issues in relationship selling.

### **Outline syllabus**

- 1) The role and function of selling and sales in marketing
- 2) Developing sales strategies and objectives
- 3) Consumer and organisational buyer behaviour
- 4) Formulating sales forecasting and budgeting
- 5) Sales force recruitment, selection and evaluation
- 6) Training and personal selling skills
- 7) Motivation, compensation and rewards
- 8) Key account management
- 9) Relationship selling
- 10) Direct marketing
- 11) The impact of information technology in selling and sales management
- 12) Legal and ethical issues in sales management
- 13) Selling in an international context

### **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	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **DSM301 Management and Organisation**

### **Module objectives**

The managers in modern business are facing increasingly competitive and uncertain environments. There are new and continual challenges in dealing with political, economical, cultural, technological and environmental factors that would affect managerial decision making, commitment to social responsibility and managerial ethics and the traditional functions of management. The module aims to examine and apply theories and concepts about managing an organisation effectively.

### **Learning outcomes**

Students should be able to:

- 1) Explain the meaning of management and organisation.
- 2) Describe and discuss the elements of effective management.
- 3) Identify the principles and functions of management in planning, organising, directing and controlling in an organisation.
- 4) Analyse the micro and macro environment factors that affect managerial decision making.
- 5) Describe the benefits of establishing goals and objectives in an organisation and understand the decision making processes.
- 6) Identify and explain different organisational structures and designs.
- 7) Evaluate the concepts of motivation and leadership.
- 8) Discuss theories related to motivation techniques, leadership skills, teamwork and effective communication.
- 9) Explain the elements of a management control system.
- 10) Understand the constraints of managing in a competitive and global environment.

- 11) Appreciate issues relating to ethics and social responsibility.

### **Outline syllabus**

- 1) Fundamental economics principles and concepts
- 2) Contemporary issues and practices in management
- 3) The environment of management
- 4) Foundations of planning
- 5) Managerial decision making
- 6) Organisational structure and design
- 7) Human resource management
- 8) Foundations of individual and group behaviour
- 9) Understanding groups and teams
- 10) Motivating employees
- 11) Leadership in organisations
- 12) Organisational control systems
- 13) Managing organisational change and innovation
- 14) Organisational culture
- 15) Ethical issues and social responsibility in management

### **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.

Aside from weekly lecture and tutorial discussion, students will be given opportunity to work effectively as a team through group projects, mini case studies and problem analysis.

### **Assessment**

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **DSM302 Marketing Practices and Business Law**

### **Module objectives**

The aim of this course is to equip students with a functional familiarity with some major legal principles affecting business persons and business transactions. Students will learn an analytical approach to solve legal problems by recognising legal issues, and to apply appropriate law in an effort to reach a reasonable solution. The skills learned should prove useful to other areas of business study.

### **Learning outcomes**

Students should be able to:

- 1) Gain an understanding of the impact of the law on business through a study of areas of law relevant to business activity.
- 2) Demonstrate knowledge and understanding of the terminology, sources, divisions, institutions and personnel of law in business.
- 3) Demonstrate knowledge and understanding of basic principles of the law of contract, the sale of goods, agency and negligence, employment law, law relating to business organisations, and law of intellectual property.
- 4) Develop skills in communication and literacy: able to read and accurately summarise factual information and to apply the law to a set of hypothetical facts to reach a reasoned conclusion; able to independently prepare a written analysis of a problem using basic legal terminology with reasonable accuracy.
- 5) Develop skills in problem solving: able to analyse a straightforward factual situation in the relevant area of law, so as to identify relevant facts and issues, apply appropriate legal rules and reach a solution.

### **Outline syllabus**

- 1) The meaning of law and its origins

- 2) The laws of Singapore
- 3) The law of contract
- 4) The law of sale of goods
- 5) Product liability and transfer of title
- 6) Employment law
- 7) Law of agency
- 8) Law relating to business organizations
- 9) Law of torts in business
- 10) Introduction to intellectual property law

## **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	15%
2	Individual Assignment	10%
3	Mid Semester Test	15%
4	Written Examination	60%
	Total	100%

## **DSM303 Marketing Research**

### **Module objectives**

Marketing Research is an important tool in marketing management. This module introduces students the fundamental of various marketing research techniques. By understanding the research process, student will be in a better position to assess the feasibility, reliability and validity of a research problem. At the end of the course, students should be well equipped to fully appreciate and utilise marketing research in their respective working environments.

### **Learning outcomes**

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

- 1) Understand the concepts of marketing research as well as how the marketing research process works.
- 2) Relate marketing research to the real marketing environment, and to appreciate how marketing research can be applied to solve marketing problems.
- 3) Understand the concept of marketing research problem formulation and decision making.
- 4) Implement the process of research design through application of marketing research techniques.
- 5) Analyse the data using common statistical techniques.
- 6) Report research findings for management decision making.

### **Outline syllabus**

- 1) Overview of Marketing Research
- 2) The Research Process
- 3) Primary and Secondary Sources of Information

- 4) Survey Design
- 5) Measurement and Scaling
- 6) Sampling
- 7) Questionnaire Design
- 8) Interview Techniques
- 9) Data Management
- 10) Fieldwork
- 11) Data Analysis
- 12) Communicating Research Results

## **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 regularly. 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	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **DSM401 International Marketing**

### **Module objectives**

This module provides an introduction to international marketing and an extension of marketing principles. This is achieved by introducing the basic concepts, principles and theories in international marketing and applying them to solve practical problems commonly faced by organisations. Specific issues involved in entering foreign markets will be examined and practical insights into international, multinational and global operations will be offered.

### **Learning outcomes**

Students should be able to:

- 1) Appreciate international marketing concepts and theories that are relevant to the research, analysis, planning, implementation and evaluation of international operations.
- 2) Broaden awareness of local, regional and international issues.
- 3) Develop analytical skills in assessing international marketing opportunities.
- 4) Develop project management and team building skills.
- 5) Enhance interpersonal and communicating skills so as to work effectively in multi-cultural environments.

### **Outline syllabus**

- 1) Overview of international marketing
- 2) The environment of international marketing
- 3) International economic and trade environment
- 4) International social and cultural environment

- 5) International political and legal environment
- 6) Assessing international market opportunities
- 7) International market research
- 8) International market planning
- 9) Developing, organising and implementing international marketing strategies
- 10) International product management
- 11) International pricing decisions
- 12) International marketing channels and logistics

### **Pedagogy**

Each lesson lasts for three hours and comprises of a combination of lectures, tutorial exercises and case study discussions. Students are expected to read and prepare all assigned cases, and are encouraged to present their views in class. In the tutorial, cases will be discussed in class where probable answers will be explored.

### **Assessment**

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **DSM402 Marketing Communications**

### **Module objectives**

The aim of this module is to build knowledge of the methods by which an organisation communicates with its target markets, to examine the roles played by various marketing communications tools in the communication process, and to assess the effectiveness of a marketing communications campaign.

### **Learning outcomes**

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

- 1) Provide an overview of integrated marketing communications (IMC) as a means for building and enhancing a brand.
- 2) Communicate the role of IMC within the total context of a marketing plan.
- 3) Explain how the IMC elements can be integrated into an effective communication programme to build relationships with customers and other key audiences.
- 4) Discuss the advertising process, including how an advertising agency works.
- 5) Explain the marketing research, creative, media and account management functions, and how each function contributes to the advertising process.
- 6) Create, implement and evaluate marketing communications programmes.

### **Outline syllabus**

- 1) Integrated marketing communications
- 2) Corporate image and brand management

- 3) Buyer behaviours
- 4) Promotions opportunity analysis
- 5) Advertising management
- 6) Advertising message strategies and media selection
- 7) Sales promotions
- 8) Personal selling
- 9) Public relations
- 10) Evaluating an integrated marketing communications programme

## **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	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **DSM403 Strategic Marketing: Case Analysis and Decisions**

### **Module objectives**

This course will be taught in a highly application-oriented manner and will focus on decisions which marketing managers encounter and make. Students will be exposed to develop skills in all aspects of marketing management including strategic policy making, planning, implementation and control. Besides lectures on the various aspects of the strategic market management process, cases will be used to a large extent to allow students to apply marketing management concepts and techniques.

### **Learning outcomes**

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

- 1) Develop comprehensive marketing plan.
- 2) Apply techniques for analysing customers, competitors, environments, market characteristics, trends, and company capabilities.
- 3) Use strategic planning methods including SWOT analysis, portfolio analysis, market attractiveness, business position assessment and experience curves.
- 4) Understand the strategic planning process.
- 5) Formulate marketing mix strategies.
- 6) Understand key strategies relating to various aspects of strategic marketing.
- 7) Implement strategic marketing plans.

### **Outline syllabus**

- 1) Introduction to case analysis
- 2) Strategic market management

- 3) Marketing planning and process
- 4) Environmental analysis
- 5) Market analysis
- 6) Competitor analysis
- 7) Customer analysis
- 8) Company objectives and analysis
- 9) Quantitative techniques and analysis
- 10) Marketing strategy
- 11) Product strategy
- 12) Pricing strategy
- 13) Marketing channel strategy
- 14) Marketing communications strategy

## **Pedagogy**

Each lesson lasts for three hours and comprises a combination of lectures and case study discussions. Students are expected to read and prepare all assigned cases, and are encouraged to present their views in class. In the tutorial, cases will be discussed and suggested solutions will be explored.

## **Assessment**

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