

## CERTIFICATE IN BUSINESS MANAGEMENT-MODULE TWO

### SALES AND MARKETING

#### INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him or her apply sales and marketing principles in a business setup

#### OBJECTIVES

- a) Explain the importance of sales and marketing in business organization
- b) Co-ordinate the elements of marketing mix in the process
- c) Describe the duties and responsibilities of a sales person in a business
- d) Outline the importance of consumer behavior in sales and marketing

#### Module Unit Summary and Time Allocation

TOPIC	SUBTOPIC	HOURS
Nature and scope of sales and marketing	Definition of sales and marketing Importance of sales and marketing Evolution of sales and marketing Relationship between sales and marketing	8
The marketing process	Elements of marketing process Marketing philosophies	8
Introduction to consumer behavior	Meaning of consumer and organization markets Importance of studying consumer behavior Factors influencing consumer and organizational buying behavior Decision making process Role players in the buying decision process	10
products	Meaning of product New product development process Product life cycle Branding, packaging and labeling	12
pricing	Meaning of pricing Importance of pricing Factors affecting pricing	8

	Pricing methods	
promotion	meaning of promotion Importance of promotion Elements of promotion	12
place	Meaning of place Importance of distribution Channels of distribution Functions of distribution channels	8
Process of selling	Definition of selling Importance of selling function Process of selling Factors affecting the selling process	10
prospecting	meaning of prospecting importance of prospecting sources of prospects methods of prospecting	6
Personal selling	Meaning of personal selling Importance of personal selling Qualities and personal traits required for success in personal selling Limitations of personal selling Challenges in personal selling	8
Customer care	Meaning of customer care Role played by customer care Aspects of customer service Sources of customer complaint	8
Emerging trends and issues	Emerging trends and issues in sales and marketing Challenges posed by emerging trends and issues in sales and marketing Ways of coping with the challenges posed by emerging trends and issues in sales and marketing	2
Total		100