

 **HRODC Postgraduate Training Institute,**  
*A Postgraduate-Only Institution,*  
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**UK's Department for Education.**

**#272**

**Sales and Marketing Management,  
Postgraduate Short Course.**

**Leading To:**

**Diploma – Postgraduate – in  
Sales and Marketing  
Management, 120 Credit-  
Hours.**

**Accumulating to a Postgraduate  
Certificate, with 60 additional Credit-  
Hours, and a**

**Postgraduate Diploma, with 240  
additional Credit-Hours.**

Diploma - Postgraduate - in Sales and Marketing Management, 10 Credit – Hours. **Page 1 of 20**



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**HQ: 122A Bhylls Lane, Wolverhampton, West Midlands, UK.**  
**Primary Website: <https://www.hrodc.com>.**  
**Prof. Dr. R. B. Crawford, Director.**



+44 1902 763 607;   
+44 20 8133 2760;  
+44 7736 147 507;   
+44 7586 676 208.



<https://www.hrodc.com>  
institute@hrodc.com;  
london@hrodc.com  
Skype: hrodcitdpgti4

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**Prof. Dr. R. B. Crawford - Director**  
PhD (UCL – Uni London); MEd M. (Uni Bath); PGC IS (Uni West London);  
Adv Dip Sc Ed (Uni Bristol); PG Dip Doctoral Research Supervision  
(Uni Wolverhampton); F.I.M.S.; HR Specialist (I.M.S.);  
Executive M. AOM; M. AAM; M. ISGS; M. SCOS; M. RG.



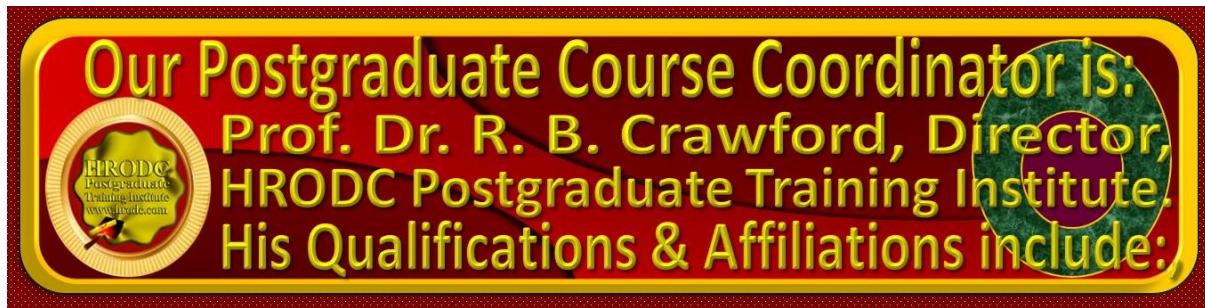
**Featured PG Dip; PG Cert; Dip PG.**  
**Click For Details!**



**General Diploma: Access To Postgraduate.**  
**Click For Details!**



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- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.





**Professor Dr. Crawford has been an Academic in the following UK Universities:**

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.

**His responsibilities in these roles included:**

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor.

**He was formerly an Expatriate at:**

- Ministry of Education, Sokoto, Nigeria;
- Ministry of Science and Technical Education, Sokoto, Nigeria;
- University of Sokoto, Nigeria;
- College of Education, Sokoto, Nigeria; and

Former Editor-In-Chief of 'Sokoto Journal of Education'.



- Sales / Marketing Managers;
- Relationship Managers / Executives;
- Product and Business Development Managers;
- Sales Professionals;
- Marketing Officers;
- Marketing Support Personnel;



- Sales Managers;
- Sales Executives;
- Sales Personnel;
- Key Account Specialists;
- Anyone who wish to upgrade their skills to function effectively in the sales and marketing environment.

## 20-Day Course Duration & Cost:

- \* In-Venues Duration: 20 Days;
- \* Online Duration: 20 Days (3 Hrs. Per Day).
- \* In-Venues Cost: £20,000.00 Per Delegate;
- \* Online Cost: £13,400.00 Per Delegate;
- \* Group Cost: Varies with its Size.





## In-Venues Cost Includes:

- Snacks on Event Days;
- Lunch on Event Days;
- City Tour;
- Stationery;
- On-site Internet Access;
- Postgraduate Diploma; Postgraduate Certificate; Diploma – Postgraduate; or
- Certificate of Attendance and Participation – if unsuccessful on resit.



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- Leather Conference Folder;
- Leather Conference Ring Binder/ Writing Pad;
- Key Ring/ Chain;
- Leather Conference (Computer – Phone) Bag – Black or Brown;
- 8-16 GB USB Flash Memory Drive, with Course Material;
- Branded Metal Pen;
- Branded Polo Shirt.; &
- Branded Carrier Bag.

A banner with a red background and a yellow border. It contains two sections. The top section, titled "Daily Schedule:", shows the time "09:00 To 16:30" and notes "But may Vary, with Location.". The bottom section, titled "Our Scheduled Delivery Locations Include:", lists several locations with asterisks. A circular logo for HRODC is visible on the right side of the banner.

**Daily Schedule:**  
**09:00 To 16:30**  
**But may Vary, with Location.**

**Our Scheduled Delivery Locations Include:**

- \* **Amsterdam, Netherlands;**
- \* **Brussels, Belgium;**
- \* **Central London, UK;**
- \* **Dubai, United Arab Emirates (UAE);**
- \* **Kuala Lumpur, Malaysia; &**
- \* **Paris, France.**

**Other Locations, & Inhouse, on Request.**

A banner with a red background and a yellow border. On the left is a circular logo for HRODC Postgraduate Training Institute. The text on the right provides contact information for the institute, including its address, website, and director's name.

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# **Sales and Marketing Management Course.**

## **Leading to: Diploma – Postgraduate – in: Sales and Marketing Management Course, 120 Credit-Hours.**


**Accumulating to a Postgraduate Certificate,  
With 60 additional Credit-Hours, and a  
Postgraduate Diploma, with 240 additional Credit-Hours.**



# **Postgraduate Course Objectives.**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Access what preparation is needed prior to selling;
- Apply appropriate terms and conditions to a contract of sale;
- Apply different questions to different selling situations;
- Apply interview and selection procedures in the context of recruiting salespeople;
- Apply motivation in practice;
- Appreciate how computer software is used in forecasting;
- Appreciate how large organisations manage procurement using a variety of electronic means;
- Appreciate how legal controls affect sales activities;



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- Appreciate that future developments in IT will continue to shape these sales functions in the coming decade;
- Appreciate that salesperson selection is a key to ultimate selling success;
- Appreciate the advantages and disadvantages of different sales force organisation structures;
- Appreciate the effects of world-wide sourcing and buying alliances;
- Appreciate the key success factors for key account management;
- Appreciate the nature of different types of overseas representational arrangements;
- Appreciate the reasons for growth in direct marketing activity;
- Appreciate the role that is being played by just-in-time manufacturing in bringing about those changes;
- Appreciate the tasks and skills of key account management;
- Appreciate where the key marketing concepts fits into this process;
- Appreciate why channels are structures in different ways;
- Close a sale;
- Comprehend how the sales budget is derived and its purpose;
- Compute the numbers of salespeople needed for different selling situations;
- Decide whether key account management is suitable in a given situation;
- Demonstrate a working knowledge of many of the world's trading blocks;
- Demonstrate an understanding of the implications of production, sales and marketing orientations;
- Demonstrate their knowledge of how standards of performance are set in order that the sales can be achieved;
- Demonstrate their knowledge of how to deal with buyer's objections;
- Demonstrate their knowledge of how to manage a direct marketing campaign;
- Demonstrate their knowledge of the media used in direct marketing;
- Demonstrate their knowledge of where selling fits into the marketing mix;
- Differentiate between objectives, strategies and tactics;
- Distinguish the various phases of the selling process;
- Establish priorities in relation to customers, travelling time and evolving call patterns;
- Evaluate push and pull promotional strategies and tactics;



- Evaluate sources of sales prospects;
- Evaluate the role of culture in international selling;
- Evaluate the usefulness and application of exhibitions as a promotional medium;
- Exhibit an appreciation of why selling generally has a negative image;
- Exhibit their appreciation of the different motivations of consumer and organisational buyers;
- Exhibit their appreciation of the ethical issues in sales;
- Exhibit their understanding of certain motivation theories in the context of selling;
- Exhibit their understanding of how a range of information technology (IT) developments have altered the selling and sales management functions;
- Exhibit their understanding of how freer world trade is driving companies towards accepting the need for quality in terms of the relationships with their customers and suppliers;
- Exhibit their understanding of how information plays a key role in the evaluation process;
- Exhibit their understanding of how sales force automation (SFA) software is used to support the sales function in many organisations today;
- Exhibit their understanding of how small to medium-sized enterprises (SMEs) can use internet technology to market and sell their products;
- Exhibit their understanding of qualitative forecasting techniques;
- Exhibit their understanding of quantitative forecasting techniques;
- Exhibit their understanding of the art of negotiation;
- Exhibit their understanding of the art of negotiation;
- Exhibit their understanding of the criteria used to select key accounts;
- Exhibit their understanding of the factors to be considered when developing sales territories;
- Exhibit their understanding of the importance of consumer protection in the context of selling;
- Exhibit their understanding of the importance of self-management in selling;
- Exhibit their understanding of the issues in cold canvassing;
- Exhibit their understanding of the meaning and importance of the sales cycle;

- Exhibit their understanding of the meaning of direct marketing;
- Exhibit their understanding of the meaning of sales force evaluation;
- Exhibit their understanding of the nature of database marketing;
- Exhibit their understanding of the part budgets play in the smooth running of an organisation;
- Exhibit their understanding of the sales force evaluation process.
- Exhibit their understanding of the special role and competencies of global account management;
- Exhibit their understanding of what a key account is and the advantages and disadvantages of key account management;
- Exhibit their understanding of what is involved in the presentation and demonstration;
- Exhibit their understanding of what is required to be a successful leader;
- Formulate strategies for approaching consumer and organisational buyers;
- Highlight the unique problems and forces that surround organisational and service sales settings;
- Identify the key components of key account information and planning system;
- Identify the responsibilities of sales management;
- Itemise sales responsibilities;
- Know how information technology can enable customer relationship management (CRM);
- Make voluntary or legal restraints work to the advantage of both the buyer and the seller;
- Narrate key economic terms in relation to international trade;
- Organise suitable sales training programmes and evaluate their usefulness;
- Outline the nature and role of public relations as a selling tool;
- Plan individual sales interviews;
- Recognise the importance of relationship management;
- Recognise the position of sales forecasting in the marketing planning system;
- Recognise the role of selling as a career;
- Recognise the ways in which relationships with key accounts can be built;
- Relate to the ideas put forward by the early quality practitioners;



- See that quality now embraces the organisation as a whole rather than being the sole concern of manufacturing;
- Set qualitative and quantitative measures of performance;
- Set sales targets and quotas;
- Strike a balance between various sales compensation plans;
- Suggest how to organise for international selling;
- Suggest the forces that impact on selling and sales management;
- Take a systematic approach to keeping customer records;
- Understand the advantages and drawbacks of certain tests and procedures related to selection;
- Understand the notion of relationship selling as being the tactical marketing and sales key stemming from the adoption of reverse marketing;
- Understand the notion of reverse marketing and the change it is bringing about in the traditionally accepted roles of the field salesperson;



## Postgraduate Course Contents, Concepts, and Issues.

### Dip. Postgraduate Course Outline.

While, so far, we have Provided Pertinent **Information, Incorporating:** Learning Objectives, Duration, Cost, Target Audience, & Coordinator.

**We have withheld Details of:** Course Contents, Concepts, & Issues.

Delegates will receive the Specifics in attendance, At our International Locations, & Online.





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**Module 1**  
**Sales and Marketing Management: Sales Perspective**

**Module 2**  
**Sales and Marketing Management: Sales Environment**

**M2 - Part 1: Consumer and Organisational Buyer Behaviour**

**M2 - Part 2: Sales Settings**

**M2 - Part 3: International Selling**

**M2 - Part 4: Law and Ethical Issues**

**Module 3**  
**Sales and Marketing Management: Sales Techniques**

**M3 - Part 1: Sales Responsibilities and Preparations**

**M3 - Part 2: Personal Selling Skills**

**M3 - Part 3: Key Account Management**



**M3 - Part 4: Relationship Selling**

**M3 - Part 5: Direct Marketing**

**M3 - Part 6: Internet and IT Applications in Selling and Sales Management**

**Module 4  
Sales and Marketing Management: Sales Management**

**M4 - Part 1: Recruitment and Selection**

**M4 - Part 2: Motivation and Training**

**M4 - Part 3: Organisation and Control**

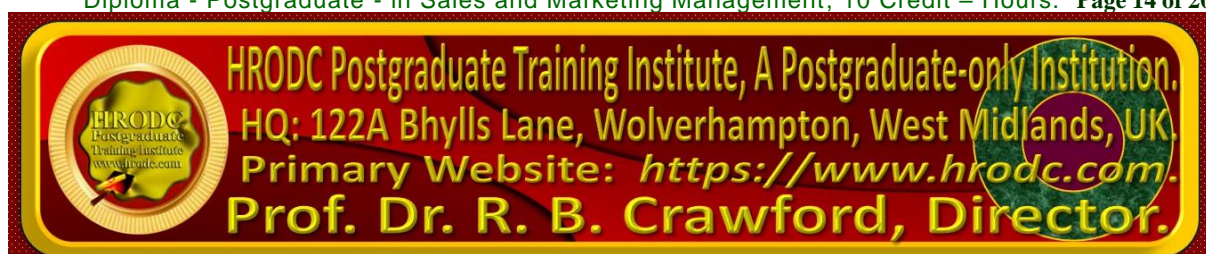
**M4 - Part 4: Sales Forecasting and Budgeting**

**M4 - Part 5: Sales Force Evaluation**



Postgraduate Short Courses are of a minimum of five days' In-Venues (10 days' Online) but less than 6 weeks' In-Venues (less than 10 weeks' Online) duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading or accumulating to Awards bearing their title prefixes. While we, refer to our short studies, detailed above, as 'Courses', those with duration of 6 weeks or 12 weeks In-Venues (10- and 20-weeks' Online) are labelled 'Programmes'. Nevertheless, we conform to popular usage, by often referring to all study durations as 'Courses'. A mark of distinction, though, is that participants in a short course are referred to as 'Delegates', as opposed to the ascription 'Students', which is confined to those studying a Postgraduate Programme.

In line with the above notion, a Postgraduate Certificate might be earned through a 6 weeks' Intensive In-Venues Study, or 10 Online Delivery. Similarly, a Postgraduate Diploma might be studied for 12 weeks In-Venues or 20 weeks. They might also be taken through a blend of both modes, providing that a minimum of 6 and 12 Credits





and 180 or 360 Credit-Hours, respectively, are earned. You might Pick and Mix Courses, to create your preferred blend of Disciplines, or follow a predesigned Specialist route. They might accumulate from our Postgraduate Short Courses, or through continuous study. Please click to view and download our List of Specialist Postgraduate Certificate, and Postgraduate Diploma Programmes

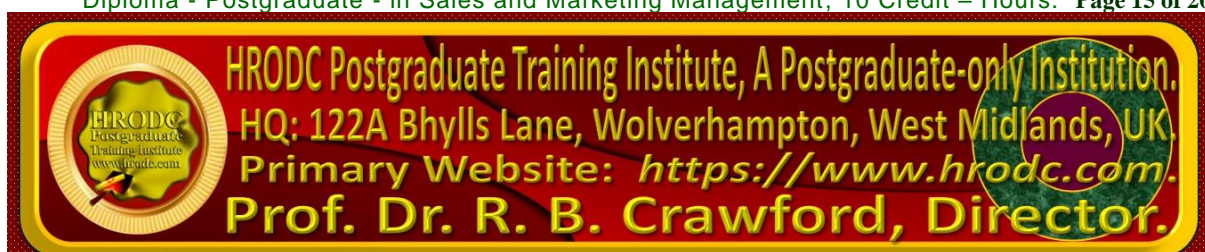


### **Credit-Hours and Credit-Values, in Diploma – Postgraduate - Award**

Credit-Hours are the actual amount of time that a lecturer or tutor spends with his or her students or delegates, in both In-Venues and Online Deliveries. Each Five-Day In-Venues, or a Ten-Day Online (3 hours per day) Course consists of 30 Credit-Hours, while a 6-Day In-Venues (12-day Online) course amounts to 36 Credit-Hours. Because Credit-Values are calculated in multiples of 30 Credit-Hours, 60-89 Credit-Hours have a Double-Credit (2 Credit) value, while 90 Credit-Hours earn a Triple-Credit (3 Credits).

A delegate who successfully completes a Postgraduate Short Course of 30 or more Credit-Hours, but which is less than 180 Credit-Hours (Postgraduate Certificate), is awarded a Diploma – Postgraduate. This Award is assigned Credit-Values and Credit-Hours, as are exemplified by the following:

1. Diploma – Postgraduate – in Organisational Change Management, 30 Credit-Hours;
2. Diploma - Postgraduate - in Trainer Training: Training for Trainers, Double-Credit, 60 Credit-Hours:
3. Conveyancing and Property Valuation: Property Law, Double-Credit, 72 Credit-Hours:



4. Diploma – Postgraduate – in University and Higher Education Administration, Triple-Credit, 90 Credit-Hours;
5. Diploma – Postgraduate – in Tourism and International Relations, Quad-Credit, 120 Credit-Hours.

As in the first example, above, where the Credit-Value is not noted in an Award, it must be assumed that it is a Single-Credit Value.

### Postgraduate Diploma Award

A Postgraduate Diploma Award is achieved with a minimum of 360 Credit-Hours, through continuous study, or an accumulation of Credit-Hours.

### Postgraduate Certificate Award

A Postgraduate Certificate might be gained with a minimum of 180 Credit-Hours, through continuous study or Credit-Hours' accumulation.

### Cumulative Postgraduate Certificate, and Postgraduate Diploma Awards

All Postgraduate Short Courses accumulate to a Postgraduate Certificate and a Postgraduate Diploma, on a 'Pic and Mix' or Specialist basis. This means that we maintain academic records for each delegate, indicating the courses studied, with their Credit-Value and Credit-Hours, as are indicated above, '**Credit-Hours and Credit-Values, in Diploma – Postgraduate – Award**'. The Credit-Hours are aggregated to accumulate to at least 180 and 360 Credit-Hours, for a Postgraduate Certificate and a Postgraduate Diploma, respectively. Each Short Course Award (below a Postgraduate Certificate) indicates both its Credit-Value and Credit-Hours, excepting for Single-Credit.



## Accumulated Postgraduate Certificate, and Postgraduate Diploma Awards

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have predetermined Award Titles. Delegates who do not follow a specialism, for accumulation to a Postgraduate Certificate and Postgraduate Diploma, receive a Generalist, rather than a Specialist, Award. However, a Specialist Award is given to delegates who studied at least seventy percent (70%) of their courses in a specialist grouping, as are exemplified above, under the heading **‘Postgraduate Diploma and Postgraduate Certificate Specialist Award Titles’**.

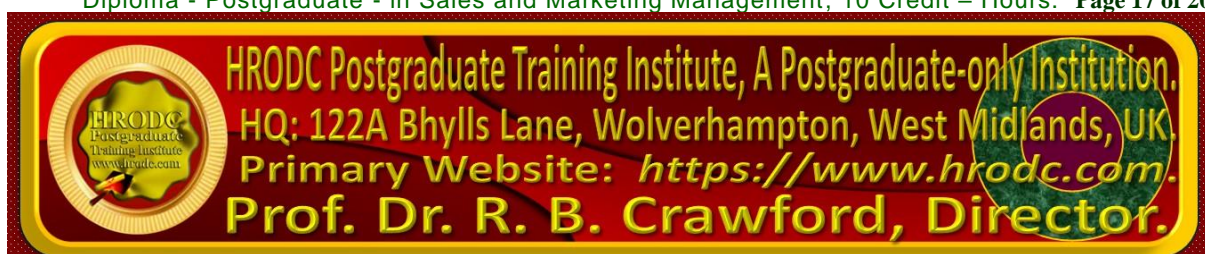


Applicants for Diploma – Postgraduate; Postgraduate Certificate; and Postgraduate Diploma are required to submit the following documents:

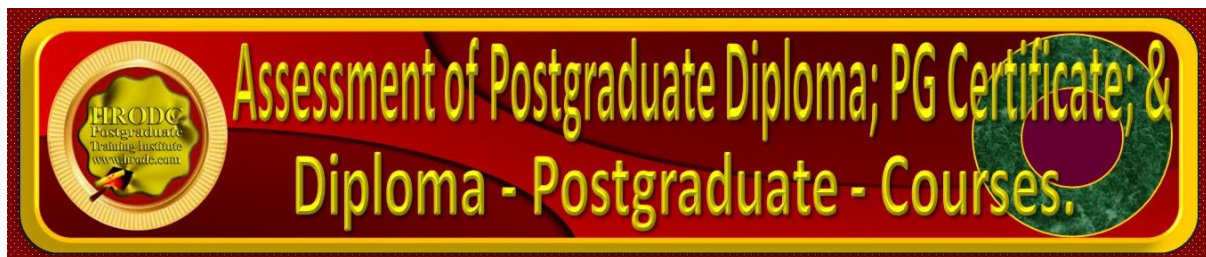
- Completed Postgraduate Application Form, including a passport sized picture affixed to the appropriate section;
- A copy of Issue and Photo (bio data) page/s of the applicant's current valid passport or copy of 'Photo-embedded' National Identity Card;
- Copies of credentials stated in the Application Form.

## Admission and Enrolment Procedure

- On receipt of all the above documents, they will be forwarded to our 'Admissions Committee', which will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly, and sent Invoices;

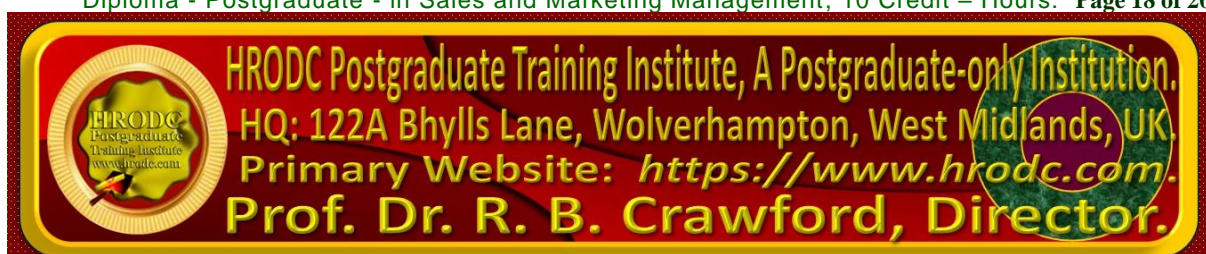


- Upon receipt of an applicant's payment, we will send him or her an Official Payment Receipt, and Admission Letter, bearing a copy of the Passport-Type in the respective Application Form.
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary **Immigration Documentation**, to support their application;
- **Joining Instruction** will be sent to Students and Delegates, on time to prepare for their enrolment. The incorporated information include:
  - Venue Name, Location, with specific address;
  - Details of Airport Transfer, where appropriate;
  - Start date and time;
  - Registration details;
  - Daily Schedule;
  - Local Transportation Details;
  - Residential Accommodation Details;
  - Leisure and Shopping Facilities, in the area;
  - General Security Information; among others.



Because of the intensive nature of our Courses and Programmes, for In-Venues, and Online modes, assessment will take place during or at the end of the '**active teaching period**', adopting differing formats. These structures include, but are not limited to:

- In-Class Tests;
- Text-Case Analyses;
- Video-Case Analyses;
- 'Out-of-Class Assignments';
- Individual Presentations;
- Group Presentations; and
- End of Course Examinations.





Based on these assessments, successful candidates will receive either a:

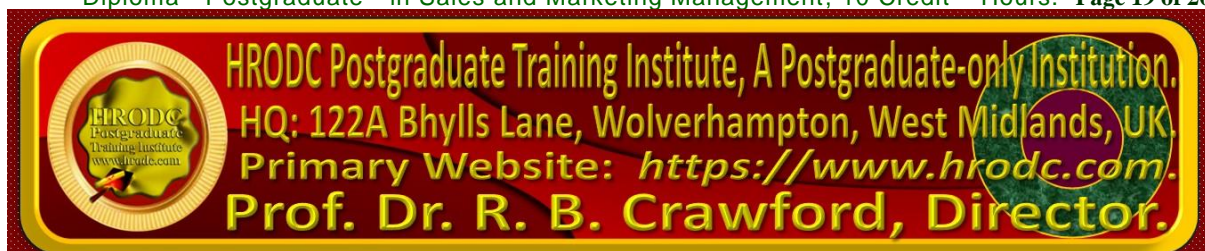
- Diploma – Postgraduate - Award;
- Postgraduate Certificate Award; or
- Postgraduate Diploma Award.

For all the above Awards, a minimum of 70% overall pass is expected. To receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.



You might study a Postgraduate Diploma, or Postgraduate Certificate, in 20 or 10 weeks, respectively, in the comfort of your offices or homes, through our Postgraduate Training Institute's Online Delivery Mechanism. We are committed to your achieving the 360 or 180 Credit-Hours, respectively, in line with our **Regulation**, within the stipulated timeframe. The direct "Student-Lecturer-Contact-Times" of 3 hours per day, 6 days per week will ensure that these requirements are met. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.





[Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extinuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

