



Course: **A Professional Certificate in Sales and Marketing**

Contact Hours: **24**

Pre-requisite: **None**

Abstract

This certificate enables participants to demonstrate an understanding of the relationship between the sales and marketing functions within an organisation. Participants will understand how sales activities influence marketing activities and vice versa. Participants will be exposed to the steps involved in developing a marketing plan for their own organization that incorporates both sales and marketing.

Target Audience

This course targets Sales Representatives, Merchandizing Professionals, Business Development Managers, and individuals who need to understand the impact of marketing on the sales function within an organization.

Learning Outcomes

On completion of this course, learners will be able to:

1. Understand the role of marketing in the sales process
2. Explain how buyer behaviour impacts sales strategy effectiveness
3. Explain how technology has impacted the marketing and sales process
4. Illustrate the steps in the marketing planning process

Course Content

Learning Outcome 1: Understanding Buyer Behavior

- Buyer Behaviour
- Influences on Buyer Behaviour

Learning Outcome 1: The Marketing Mix

- Price
- Place
- Promotion
- Product

Learning Outcome 1: The Role of Marketing

- Supporting the sales effort
- Market stimulation and reminder advertising
- Market forecasting

Learning Outcome 1: The Marketing Process

- Marketing audit
- Marketing Plan

Learning Outcome 2: The Role of Sales and Marketing Strategy

- The Role of the Sales team
- Segmentation and positioning

Learning Outcome 3: Principles in the Selling Process

- The selling process

Learning Outcome 3: Impact of Technology

- The impact of technology on marketing
- The impact of technology on buyer behaviour
- The impact of technology on the sales function

Learning Outcome 4: Workshop Session

- Practical Session
- Review