

## DIPLOMA IN SALES & MARKETING

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The Undergraduate Level 4 in Sales and Marketing and Level 5 Extended Diploma in Management are a 240 credit (120 ECTS) course designed to fast track students to an associated Bachelor degree in Sales and Marketing, which can be completed at **Ballsbridge Cyprus (Centre of Ballsbridge University)** via distance learning. The Level 4 modules of this course are equivalent to the first year of a University Degree and the Level 5 modules are equivalent to the second year of a University Degree. This course is made up of 10 Level 4 modules (60 ECTS) and 10 level 5 modules (60 ECTS). If a student decides to only study at Level 4 they will receive 120 credits (60 ECTS) and can apply for an exemption from the first year of a degree course at **Ballsbridge University**.

Each module consists of approximately 40 guided learning hours of material with an additional 30-50 hours of optional learning material. These materials comprise recommended exercises, recommended readings and internet resources.

- To enrol onto the Level 4 course, you must be at least 18 and have a full secondary education. Before enrolling onto the Level 5 course, you must have attained a Level 4 or equivalent.
- Successful completion of the undergraduate level 4 (Sales and Marketing) and level 5 (Extended Diploma in Management) students will receive a **DIPLOMA IN SALES & MARKETING from BALLSBRIDGE UNIVERSITY**, and will have the right credentials to go on and apply for a job in marketing, sales, human resources, management or business consultancy.
- Students can also continue their studies for an Advanced Diploma and a Bachelor degree in Sales & Marketing by taking some extra modules at Ballsbridge University via online method of study.

## **LIST OF MODULES:**

### **LEVEL 4**

#### **The business environment**

What comes to mind when you think of the word 'environment'? You probably think of surroundings, and the conditions and influences of the surroundings. Similarly, the business environment refers to an organization's surroundings – its external surroundings, as well as its internal surroundings.

#### **Customers and customer service**

This module starts by looking at customers and how they make decisions about their purchases. What factors do they think about when buying a chocolate bar, vegetables, a book, a refrigerator or a house? How do businesses decide which company to use when buying a new computer system? Before you can start to market to people you must have some clear ideas about how they think, and understand the attributes and benefits that they are looking for.

#### **Marketing mix**

In marketing, a company is faced with two kinds of variables. First, there are the variables associated with the external environment; the environment surrounding the organization, made up of the macro-environment (the broad environment consisting of political, economic, socio-cultural, technological dimensions) and the micro-environment (the competitive structure of the industry in which the company operates). A company has no direct control of these external variables. The second set of variables contains operational variables; factors over which a company has full control.

#### **Marketing and sales planning**

Marketing and sales are fundamental to business, whatever the sector. In the private sector, it is accepted that marketing and sales planning is essential to achieve profitability and market success. In the public sector and in the charitable sector, the focus is not on profit making but on customer (or more broadly, stakeholder) satisfaction. Marketing is increasingly playing a key role in the non-profit sector to build awareness of issues and promote causes, taking the perspective of not just customers (recipients) but also donors.

#### **IT in business**

There is clear evidence that Information Technology provides competitive advantage, whatever the business sphere an organisation operates in.

To gain advantage, managers must know how IT can be used in internal and external processes to deliver better value to the end customer.

#### **Managing and using marketing**

This module will provide you with a comprehensive introduction to marketing. It is intended to be relevant to the management and operation of organisations in many different areas of the economy, including those which do not operate for profit.

## **Customers and their needs**

The aim of modern marketing is to identify and then satisfy each customer's needs and wants. This is often done by building relationships with customers and using these relationships to create a two-way communication between the two parties. The customer communicates his or her preferences, and the business communicates information about products that will satisfy the customer's needs and wishes.

## **E-marketing communications**

The success of the World Wide Web and the proliferation of the Internet and associated technologies have revolutionised the way organisations conduct their business. The most apparent change has been the support provided through technology to a number of traditional operations, such as sales, communications, customer services and marketing.

## **High performance sales**

An organisation's success depends on a number of factors including its operations, its marketing strategy, its human resource management and its sales. One of the most common criteria used for assessing the organisation's success is sales growth. This is an indication that the organisation manages to maintain its existing customers but also attract interest followed by sales from new markets.

## **Marketing strategy**

How then do organizations develop strategies in a complex marketing environment? How do they assess opportunities and threats? Which markets and segments do they target and why? Which market positions play to an organization's strengths? What product portfolio should be maintained for long-term value? These are some of the questions we shall address.

## **LEVEL 5**

### **The entrepreneurial manager**

What is an Entrepreneur? Examine the skills and qualities of entrepreneurship.

### **Organisation structures**

Why are organisations structured in the way they are? What determines the optimum structure and how does it differ between organisations? In this module, learners will look at the numerous models and theories that make up organisational structure.

### **Practical accounting analysis**

Learners will complete exercises in accounts throughout this module to understand what they are telling us and the actions that analysis can precipitate.

### **Business planning and goal setting**

What is the business trying to achieve? What will it do? How will it do it? This module focuses on the creation of clear goals and clear plans to achieve a clear objective.

### **Politics and business**

Impact of politics on business and how it may help or hinder business. This module will educate learners on economic impact, exports and government support.

### **Business law**

Explore the statutory responsibilities of managers as learners look into the legalities of business and business executives.

### **Managing in today's world**

Business in the modern world. This module focuses on governance and equality as a means to do right in business.

### **Performance management**

Understanding how your people and your business can continually improve together, learners will review reward structures, CPD, training and development to ensure high performance in business.

### **Marketing and sales planning**

Learners will analyse how markets, customers, competitors and products can come together in a cohesive plan.

### **Quantitative skills**

On successful completion of this module, learners will have knowledge of numeric exercises and will understand their use within the context of the business.

**Tuition Fees:**

**Application fee - 50 EUROS (per student)**

**Level 4 Sales & Marketing Fee - 1500 EUROS**

**Level 5 Extended Diploma in Management - 1500 EUROS**

**Combined Level 4 + 5 - 2000 EUROS**