SEM - SALES AND MARKETING

SEM 100 Understand marketing fundamentals (4-0-4)
This course aims to equip learners with the knowledge and skills required to competently explain marketing concepts and how these are used to respond to customer needs while achieving organisational goals. An understanding of marketing will help students build an awareness of customers and their needs as the driving force behind organisational activities and consequently how selling and sales management act as a link between the organisation and customers.

SEM 101 Explore sales fundamentals (4-0-4)
This course aims to provide learners with the knowledge and skills required to understand the process of selling, and the sales effort organization. By exploring these sales concepts' key characteristics, benefits, and drawbacks, learners can understand the basics of selling and sales funnel, organize the sales force structure to optimize the salesforce efforts, know how to recruit and select the most appropriate salesforce candidates and differentiate between individual when it comes to their sales performance and the compensation to be availed for each salesperson based on his/her merit.

SEM 102 Apply communication skills (4-0-4)
This module provides learners with the knowledge and skills required to apply communication skills in sales and marketing contexts. This involves the creation, delivery and/exchange of messages in a professional manner, easily understood by both parties. The module develops learners to be able to understand customer requirements, translate the same into organizational offers and effectively communicate with both potential and existing customers.

SEM 103 Analyze consumer behavior (4-0-4)
This module aims to provide learners with a comprehensive understanding of consumer behavior and its practical implications in the field of marketing. Learners will develop a comprehensive understanding of the factors that influence consumer decision-making processes and gain the skills necessary to analyze consumer decision-making processes and effectively apply consumer insights in marketing strategies. Learners will also learn about the importance of customer satisfaction and the factors that influence that.

SEM 104 Conduct Market Research (2-2-4)
The aim of this module is to equip learners with the competencies needed to effectively conduct marketing research and inform decision-making processes within their organizations. Learners will develop a proficient and well-rounded understanding of marketing research, encompassing the significance, process, analysis of data, as well as the effective communication of research findings.

SEM 105 Understand Personal Selling (2-2-4)
This course aims to equip learners with professional personal selling skills and competences at both strategic and tactical levels. It is exposes learners to the role of the sales function and the process of personal selling in the organization, delivered through both in-class sessions as well as on the job immersion through work placements. The course engages learners with the tools and techniques necessary to manage the sales and marketing interface from the effective positioning of offerings through to closing the sale as well as the subsequent relationship management.

SEM 106 Explore The Competitive Landscape (2-2-4)
The aim of this module is to equip learners with the competencies needed to identify key competitors within a specific industry or market segment. It enables learners to analyze the competitive strategies employed by different companies. Furthermore, learners will develop the ability to examine the competitive positioning of competitors in an industry and describe strategies for gaining a competitive advantage.

SEM 107 Analyze The Sales Process (2-2-4)
This module aims to provide learners with the knowledge and skills required to move a prospect from a lead to a customer. Learners develop skills to study customer purchase decision processes and techniques to consistently close sales in a competitive environment. Learners learn to apply the sales funnel to understand the customer journey and build demand for products or services. This involves developing sales strategies, practices, process maps, and value propositions that accelerate the sales process and close deals.

SEM 108 Apply Ethics in Sales Practices (2-2-4)
This module engages learners in exploring the application of ethical skills in sales practice. It appraises different cases where salespeople may face ethical dilemmas and engages learners to employ ethical frameworks as a way to inform decision-making in sales contexts. Students evaluate cases to identify the potential drawbacks of unethical sales behaviour on customers, the company as well as the economy, offering opportunities to deploy ethical frameworks to combat unethical practices. Thereafter, students get an opportunity to apply ethical skills in their placement organisations.

SEM 109 Explore sales and customer service fundamentals (2-2-4)
The aim of this module is to equip learners with the applied skills and competencies to plan and execute sales and customer service tasks. Learners develop skills to provide service to customers before, during and after a purchase. Learners learn to apply different sales and customer service initiatives to different stages of the sales process for improved customer experiences and loyalty. The module further gives students the knowledge and skills needed to interact with clients, respond to inquiries, identify problems, and handle them quickly and effectively.

SEM 130 Conduct Research on a business issue (0-4-4)
This module engages learners in the application of knowledge and skills acquired from semester 1 and semester 2 courses to identify opportunities for apprenticeship organisation, conduct research to identify customers, scan the competitive landscape, analyse current consumer behaviour practices as well as identify possible ethical issues that may affect the organisation. Armed with research information, students should then recommend appropriate sales and business approaches to meet identified customer needs and present findings in appropriate formats.

SEM 140 Apply sales process in sales efforts (2-2-4)
This module aims to provide learners with the knowledge and skills required to move a prospect from a lead to a customer. Learners develop skills to study customer purchase decision processes and techniques to consistently close sales in a competitive environment. Learners apply sales strategies and tactics to build demand for products or services. The course engages learners with the tools and techniques necessary to manage the sales and marketing interface from the effective positioning of offerings through to closing the sale as well as the subsequent relationship management.

SEM 141 Understand sales and retail management (2-2-4)
Retail Management is the process of overseeing and controlling all the activities involved in running a retail store or chain. It involves managing various aspects such as market trends, customer experience, and staff. The aim of this course is to understand sales and retail management responsibilities which are crucial for business success for an enjoyable shopping experience while maximizing businesses profit.

SEM 200 Develop Product and Brand Strategies (2-2-4)
This course aims to equip learners with the knowledge and skills required to explain brand concepts and to develop product and brand strategies. The module provides the fundamental background knowledge and competencies necessary for successful brand management. The module will equip learners with skills and competencies to distinguish between products and brands, appraise brand equity, evaluate communication strategies that help build brand equity as well as analyze strategies for brand naming architecture and brand extension.

SEM 201 Develop Pricing Strategies (2-2-4)
This module aims to equip learners with the knowledge and skills required to competently develop and implement a range of pricing strategies and how these are used to respond to customer needs while achieving organizational goals. An understanding of marketing will help students build an awareness of customers and their needs as the driving force behind organisational activities and consequently how selling and sales management act as a link between the organization and customers.

SEM 202 Analyze Distribution Arrangements (2-2-4)
This module aims to equip learners with the knowledge and skills required to identify distribution channel arrangements suitable for different scenarios in line with an organisation's objectives. Learners will develop competencies to be able to analyse a company's distribution arrangements to determine suitability and effectiveness, recommending appropriate steps to align a company's distribution objectives with overall customer satisfaction demands using latest available technologies to deliver products to end users at the right place and at the right time.

SEM 203 Develop Sales & Marketing Campaigns (2-2-4)
The module provides learners with knowledge and skills required to develop & execute sales and marketing campaigns. A sales campaign is a set of planned activities to promote a company's products or services and gain customers. A successful sales campaign targets a specific market group and provides high-quality marketing materials to encourage potential customers to purchase. The module helps learners to keep abreast of the latest skills, technologies, practices, and processes. Learners use tools such as advertising, sales promotion, public relations, social media, and video marketing.

SEM 204 Utilize Digital Tools & Techniques (2-2-4)
The main objective of this course is to provide students with an in-depth understanding of the context of digital marketing. The aim is to develop practical skills in basic digital marketing tools and techniques such as content marketing, SEO, SEM, paid advertising, and social media marketing. Students will learn how to develop a digital marketing plan and execute this plan by using the necessary techniques through a combination of theoretical knowledge and hands-on experience. The purpose is to ultimately provide students with the necessary skills to become successful digital marketers.

SEM 205 Manage The Sales Effort (2-2-4)
This course aims to equip learners with the knowledge and skills required to effectively plan, direct, and control the sales effort required by organizational personnel. The module seeks to achieve this by developing a strategy in alignment with the organization's growth and revenue goals to organize, motivate, and lead sales representatives while tracking and improving individual and team performance. The module includes recruiting, selecting, equipping, assigning, routing, supervising, paying, and motivating the sales force.

SEM 206 Manage Customer Relationships (2-2-4)
The aim of this module is to equip learners with a comprehensive understanding of customer relationship management (CRM) principles, strategies, and implementation thereof. The module gives learners a real world understanding of CRM. In today's competitive marketplace, understanding and managing customer relationships is a critical skill for businesses seeking sustainable growth and success.

SEM 207 Develop Social Media Strategies (2-2-4)
This module aims to equip learners with a range of knowledge and skills required to competently understand and implement social media marketing tools. It provides students with the scope of contemporary knowledge and skills for designing and developing social media marketing plans in an increasingly digital world. The course entails 4 zones of social media marketing and develops a practical approach to analyzing and measuring the effectiveness of social media marketing campaigns.

SEM 208 Design and Develop Marketing Websites (2-2-4)
This module aims to equip students with the knowledge and skills to design and develop websites from a marketing perspective, with a primary focus on driving specific marketing goals, such as lead generation, sales conversion, brand awareness, and customer engagement, while simultaneously contributing to the broad organizational goals. Through building marketing-centric websites, students will have hands-on experience in creating and managing websites that are equipped with web-analytics tools to track key performance indicators (KPIs) related to marketing goals, such as sales conversions.

SEM 230 Evaluate the effectiveness of a company's Marketing Mix (0-4-4)
The module engage learners in the application of skills acquired across a number of semester 3 courses to evaluate the effectiveness of a company's marketing mix in given contexts. Learners are exposed to a company's product and branding strategies, pricing, promotion and distribution strategies, evaluating how well these have been deployed and give recommendations on possible areas for improvement. The evaluation will be hands-on, focused on each student's workplace organization thus giving student an immersion into real life strategy evaluation.

SEM 231 Integrate Sales and Marketing Concepts in a real-world Project Part 1 (0-4-4)
The module aims to engage learners in the application of skills acquired across 2 semester 4 courses incorporating management of the salesforce and management of customer relations. Learners will blend concepts from the two courses to deliver a project that optimises the use of salesforce to build lasting customer relationships while delivering profitable revenues to the organisation. Learners will be expected to make recommendations to management in their workplace organisations on what strategies can be adopted to enhance relationships with customers and key stakeholders.

SEM 232 Integrate Sales and Marketing Concepts in a real-world Project Part 2 (0-3-3)
This module aims to engage learners in the application of skills acquired across two semester 4 courses incorporating the blending of concepts from the development of social media and digital strategies and the development and deployment of web design and development skills to effectively position an organisation in the digital space. Learners will be expected to make recommendations to management in their workplace organisations on what strategies can be adopted to improve an organisation's online visibility.