

SMK - SALES AND MARKETING

SMK 100 Apply Communication Skills (2-2-4)

This module aims to equip 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 the buyers as well as the selling party.

Prerequisites: ESP 0103, GEC 0103

SMK 101 Analyse Consumer Behaviour (2-2-4)

This module aims to equip learners with skills and competences to 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.

Prerequisites: ESP 0103, GEC 0103

SMK 102 Understand Marketing Fundamentals (2-2-4)

This module 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.

Prerequisites: ESP 0103, GEC 0103

SMK 103 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.

Prerequisites: GEC 0103, ESP 0103

SMK 104 Understand Sales and Retail Management (2-2-4)

The module aims to equip learners with the sales, retail, and store management competencies necessary to deliver exceptional service in the dynamic retail industry. Retail management involves overseeing and controlling all activities related to running a retail store or chain, including managing various aspects such as market trends, customer experience, and staff. Learners will understand the responsibilities of sales and retail management, which are crucial for business success and contribute to an enjoyable shopping experience while maximizing business profits.

Prerequisites: ESP 0103, GEC 0103

SMK 105 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.

Prerequisites: ESP 0103, GEC 0103

SMK 106 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.

Prerequisites: ESP 0103, GEC 0103

SMK 130 On Job Training 1 (0-200-0)

The module engage learners in the application of knowledge and skills acquired in four units, SMK100, 102, 103, 104 and 106. Learners are exposed to a real industry environment to apply different sales, marketing and retail concepts, deploy communication skills, and customer service initiatives. The evaluation will be hands-on, focused on each student's workplace organization evaluation and log of activities approved by the company.

SMK 131 On Job Training 2 (0-200-0)

The module engage learners in the application of knowledge and skills acquired in four units, SMK100, 102, 103, 104 and 106. Learners are exposed to a real industry environment to apply different sales, marketing and retail concepts, deploy communication skills, and customer service initiatives. The evaluation will be hands-on, focused on each student's workplace organization evaluation and log of activities approved by the company.