

# LEVEL 4 AWARD IN SALES AND MARKETING

## Program Description

The Level 5 Award in Sales and Marketing is a comprehensive one-year program designed to equip learners with the essential skills and knowledge needed to thrive in the competitive sales and marketing landscape. This transformative program covers a wide range of topics, including marketing communications, market research, consumer behaviour, customer service, sales techniques, and retail management. Learners engage in practical, industry-relevant activities that incorporate real-world scenarios and best practices, ensuring they can effectively apply their learning. A key component of the program is the apprenticeship model where learners gain hands-on experience under the mentorship of seasoned professionals in sales and marketing. This award, comprising 28 credits, enhances career prospects while serving as a direct pathway to the Sales and Marketing Diploma program. By mastering the art of identifying customer needs, delivering exceptional service, and building lasting relationships, learners are well-prepared to make a significant impact within organizations and drive market performance.

## Program Learning Outcomes

1. Demonstrate knowledge of essential sales, marketing, retail, and customer service principles.
2. Utilise clear communication skills to effectively address customer needs.
3. Assess customer needs and behaviors to inform sales and marketing decisions.
4. Deliver empathetic customer interactions to create exceptional experiences that boost sales and improve retail performance.
5. Apply relevant sales and marketing technologies to improve customer service.

## Requirements

### Completion Requirements

Students seeking the Level 4 Award in Sales and Marketing qualification must successfully complete 28 credits in the mandatory units plus:

1. On Job Training (SMK 130 and SMK 131) - 0CH
2. General English for Certificate (ESP 0103) - 0CH
3. Workplace English for Certificate (GEC 0103) - 0CH

Code	Title	Credit Hours
SMK 100	Apply Communication Skills	4
SMK 101	Analyse Consumer Behaviour	4
SMK 102	Understand Marketing Fundamentals	4
SMK 103	Explore Sales and Customer Service Fundamentals	4
SMK 104	Understand Sales and Retail Management	4
SMK 105	Conduct Market Research	4
SMK 106	Apply Sales Process in Sales Efforts	4
SMK 130	On Job Training 1	0
SMK 131	On Job Training 2	0

Description	Data
Total Required Credits	28
Program Code	MPSMK
Major Code	SMK

## Ideal Study Plan

### Recommended Sequence of Study

#### L4 Award in Sales and Marketing

##### Year 1

Semester 1		Credit Hours
SMK 100	Apply Communication Skills	4
SMK 101	Analyse Consumer Behaviour	4
SMK 103	Explore Sales and Customer Service Fundamentals	4
SMK 102	Understand Marketing Fundamentals	4
SMK 130	On Job Training 1	0
<b>Credit Hours</b>		<b>16</b>

##### Semester 2

SMK 104	Understand Sales and Retail Management	4
SMK 105	Conduct Market Research	4
SMK 106	Apply Sales Process in Sales Efforts	4
SMK 131	On Job Training 2	0
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>28</b>