

LEVEL 5 DIPLOMA IN SALES AND MARKETING

Program Description

The Level 5 Diploma in Sales and Marketing is a two year immersive sales and marketing program aimed at equipping learners with both skills and practical competences to seamlessly transition from the classroom into fully-fledge sales and marketing professionals capable of undertaking a variety of sales and marketing roles from day 1 in the workplace. The diploma is integrative in nature, straddling the theory and on-the-job learning to ensure that students seamlessly apply skills learned in class in their respective workplaces soon after the class. Students develop a range of skills and competences including but not limited to lead generation, funnel management, customer profiling, managing the sales process, sales people management and motivation, use of digital tools and platforms, use of marketing data to inform marketing decisions as well as applying ethical principles in the sales process to name but a few.

Program Learning Outcomes

Upon graduation, a HCT graduate in Diploma in Sales and Marketing should be able to:

1. Demonstrate knowledge of using techniques, skills and relevant technologies for identifying customer needs and propose an organisational product or service solution to address the identified needs in an ethical manner.
2. Identify, profile and qualify leads using established sales funnel methodologies.
3. Apply written, oral, and graphical communication to articulate customer needs, package an organisational response and present the same back to customers to address both customer and organisational needs.
4. Conduct environmental, business and competitor research analyses as a way to inform sales and marketing planning processes.
5. Identify and recognise emerging technologies and equip themselves with requisite personal development as a way to remain relevant and up to date in the use of technology apps for sales management.

Occupation and Industry Sector

Requirements

Completion Requirements

Students seeking the Level 5 Diploma in Sales and Marketing qualification must successfully complete all mandatory core courses worth 90 credits.

Code	Title	Credit Hours
Sales and Marketing Mandatory Core Courses		
Required Credits : 90		
GED 100	Develop English language skills	3
SEM 100	Understand marketing fundamentals	4
SEM 109	Explore sales and customer service fundamentals	4
SEM 102	Apply communication skills	4
SEM 103	Analyze consumer behavior	4
SEM 104	Conduct Market Research	4

SEM 140	Apply sales process in sales efforts	4
SEM 106	Explore The Competitive Landscape	4
SEM 141	Understand sales and retail management	4
SEM 108	Apply Ethics in Sales Practices	4
SEM 130	Conduct Research on a business issue	4
SEM 200	Develop Product and Brand Strategies	4
SEM 201	Develop Pricing Strategies	4
SEM 202	Analyze Distribution Arrangements	4
SEM 203	Develop Sales & Marketing Campaigns	4
SEM 204	Utilize Digital Tools & Techniques	4
SEM 230	Evaluate the effectiveness of a company's Marketing Mix	4
SEM 205	Manage The Sales Effort	4
SEM 206	Manage Customer Relationships	4
SEM 207	Develop Social Media Strategies	4
SEM 208	Design and Develop Marketing Websites	4
SEM 231	Integrate Sales and Marketing Concepts in a real-world Project Part 1	4
SEM 232	Integrate Sales and Marketing Concepts in a real-world Project Part 2	3

Description	Data
Total Required Credits	90
Program Code	DPMKS
Major Code	MKS

Ideal Study Plan

Recommended Sequence of Study

Level 5 Diploma in Sales and Marketing

Year 1		Credit Hours
Semester 1		
GED 100	Develop English language skills	3
SEM 100	Understand marketing fundamentals	4
SEM 102	Apply communication skills	4
SEM 103	Analyze consumer behavior	4
SEM 109	Explore sales and customer service fundamentals	4
Credit Hours		19
Semester 2		
SEM 104	Conduct Market Research	4
SEM 140	Apply sales process in sales efforts	4
SEM 106	Explore The Competitive Landscape	4
SEM 141	Understand sales and retail management	4
SEM 108	Apply Ethics in Sales Practices	4
SEM 130	Conduct Research on a business issue	4
Credit Hours		24
Year 2		
Semester 3		
SEM 200	Develop Product and Brand Strategies	4
SEM 201	Develop Pricing Strategies	4
SEM 202	Analyze Distribution Arrangements	4
SEM 203	Develop Sales & Marketing Campaigns	4
SEM 204	Utilize Digital Tools & Techniques	4
SEM 230	Evaluate the effectiveness of a company's Marketing Mix	4
Credit Hours		24
Semester 4		
SEM 205	Manage The Sales Effort	4

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SEM 206	Manage Customer Relationships	4
SEM 207	Develop Social Media Strategies	4
SEM 208	Design and Develop Marketing Websites	4
SEM 231	Integrate Sales and Marketing Concepts in a real-world Project Part 1	4
SEM 232	Integrate Sales and Marketing Concepts in a real-world Project Part 2	3
Credit Hours		23
Total Credit Hours		90