

# Introduction to Marketing and Sales

## Course Overview

You can make that sale!

From market segmentation to branding to integrated marketing communications, marketing is complex and complicated. This course will help you unravel the complexities and deliver a real understanding of this work place discipline.

**Level:** 5      **Fee:** \$660.70      **Weekly Hours:** 16.5      **Credits:** 15      **Weeks:** 9

## Learning Outcomes

On successful completion of this course students will be able to:

1. Apply marketing and sales principles and processes to contemporary business situations.
2. Communicate effectively with customers and prospects to achieve marketing and sales outcomes.

## Indicative Course Content

- Philosophy of marketing
- The marketing environment, including New Zealand specific dimensions such as the Treaty of Waitangi/Te Tiriti o Waitangi
- Brief overview of the buyer behaviour model and consumer decision making (including influences of Māori culture)
- Segmentation, targeting and positioning
- The marketing mix
- Branding (including Māori companies and branding using Māori symbolism)
- Introduction to integrated marketing communications and communication to different cultures, including Māori
- Marketing and sales communication tactics

## Assessment

No	Assessment Type	Assessment Date	Outcomes	Weighting
1	Assessment 1: Part A -Marketing Plan Report Assessment 1: Part B -Marketing and Sales Tactics	Sunday Week 4  Sunday Week 7	LO 1	60%
2	Assessment 2: Integrated marketing communication Plan	Friday Week 9	LO 2	40%



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## Contact Us

Any questions or queries please contact one of our enrolment team members below:

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