

# **JOINT SYLLABUS IN MARKETING MANAGEMENT, MARKETING PRACTICES & SALES MANAGEMENT**



## **INTRODUCTION**

In this Diploma Programme, the two specialist organisations of the Society of Business Practitioners and the Managing & Marketing Sales Association have combined their expertise and skills to produce a wide, knowledge-based Examination Syllabus which is designed to cover the identified needs of students to acquire recognised Marketing qualifications with a strong emphasis on Business Management.

The SBP and MAMSA Syllabus embraces intermediate and advanced Marketing and Management theory and practice which has been contained within a total of 5 Examination Papers for both the Diploma and Advanced Diploma. The Case Study technique will be included when appropriate.

Students must complete the approved study programme with the Examinations being assessed by the Joint Committees of SBP and MAMSA. In recognition of the dual theme to this Programme, the successful candidate will receive the internationally recognised awards of SBP and MAMSA.

This Syllabus is set out to show the equivalents by listing the SBP programme on one side of the page and that of MAMSA directly opposite.



## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION PAPERS

#### **Diploma in Marketing Management**

Examination 1

**ELEMENTS OF MARKETING**

Examination 2

**ECONOMICS**

Examination 3

**PROFESSIONAL SALESMANSHIP**

Examination 4

**QUANTITATIVE METHODS**

Examination 5

**BEHAVIOURAL PRACTICE IN MARKETING**

## THE MANAGING & MARKETING SALES ASSOCIATION



### EXAMINATION PAPERS

#### **Diploma in Sales & Marketing Practices**

**BUSINESS COMMUNICATION SKILLS  
THE SELLING PROCESS**

**BUSINESS ENVIRONMENT  
MARKET ENVIRONMENT & ECONOMIES**

**SALES DEVELOPMENT**

**QUALIFYING & QUANTIFYING SALES  
CONSTRAINTS, LEGAL & FINANCIAL**

**BEHAVIOURAL & PROMOTIONAL ASPECTS**

## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION SYLLABUS

#### **Diploma in Marketing Management**

##### **Elements of Marketing**

The marketing concept ~ The marketing environment ~ Demand & competition ~ Nature of markets ~ Market information systems – Marketing mix ~ Price formulation & strategy ~ Market research ~ Distribution channels ~ Sales promotion & advertising ~ The sales function ~ Budgets & sales forecasting ~ Product policy ~ Product life cycle ~ Research & development ~ Product mix ~ Market positioning ~ Product branding, packaging image ~ New product development ~ After sales policy ~ Product & brand management ~ Market entry ~ Market penetration ~ Segmentation ~ Human behaviour & marketing ~ Public relations ~ Financial aspects of marketing ~ The marketing plan ~ Monitoring & control ~ Structure & organisation of the marketing department.

##### **Economics**

Nature of economics ~ Economic laws ~ Production of goods & services ~ Demand ~ Elasticity of demand ~ Supply ~ Determination of price ~ Markets ~ Perfect & imperfect competition ~ Profit ~ Competition ~ Monopoly ~ Restrictive practices ~ The entrepreneur ~ Commerce & industry ~ Business ~ Private & public structures ~ Business performance ~ National performance ~ Theory of value ~ National income & expenditure ~ Trade cycle ~ International trade ~ Population ~ Wages ~ Rent ~ Interest ~ Credit ~ Supply of money ~ National & international banks ~ The capital market ~ Macro economics ~ National balance of payments ~ Public finance ~ Risk management.

##### **Professional Salesmanship**

History & development of the selling profession ~ Philosophy of selling ~ Selling environment ~ The selling act ~ Personal qualities of the salesperson ~ Mental attitude ~ Personal motivation ~ Loyalty to employer & customer ~ Classification of goods & services ~ Behavioural aspects .

## THE MANAGING & MARKETING SALES ASSOCIATION



### EXAMINATION SYLLABUS

#### **Diploma in Sales & Marketing Practices**

##### **Business Communication Skills**

Effective communication (oral, written, visual) ~ Interpersonal, face-to-face & electronic ~ Preparation & presentation of written business formats ~ Appreciation & implications of body language ~ Development of personal attributes to increase communication (formal & informal) between individuals & groups/teams ~ Interpretation of figures/reports/directives ~ Displays & demonstrations.

##### **The Selling Process**

Organisational sales policies ~ Roles of employee/self-employed ~ The selling process (prospecting/leads/tele-sales) ~ Product service knowledge (literature/promotions) ~ Time & territory planning ~ Reporting & record-keeping ~ Motivational factors ~ Negotiation with management co-operation ~ Complaints ~ Customer care/after-sales service ~ Sales techniques.

##### **Business Environment**

The sales executive's role & function within product, service & knowledge/technical industries ~ Product/market/service oriented industries ~ Environmental factors ~ Negotiations within or for public/private/holding & global companies, monopolies, sale traders/franchisers/charities ~ Organisational & communicational business structures ~ Definitions & specifications applied to operational marketing sales.

##### **Market Environment & Economies**

Concepts of market orientation ~ Functions within the marketing mix ~ Business & the micro-environment ~ Intermediaries & suppliers within the chain of producer to consumer, combined with promotional agents ~ Costs/time/availability of transport & storage ~ Product/service life cycles ~ Social/economic/cultural/technological influences ~ Price/benefits/ service relationships.

## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION SYLLABUS

#### **Diploma in Marketing Management**

##### **Professional Salesmanship continued**

Communication & selling ~ Sales budgets, forecasting, targets & quotas ~ The selling sequence ~ Product knowledge ~ Product features & benefits ~ Prospecting ~ Pre-approach planning ~ Territory & journey planning ~ Record-keeping ~ Approach ~ Sales interview ~ Demonstration ~ AIDA ~ Closing a sale ~ Leads ~ Dealing with objections & complaints ~ Time management ~ Telephone technique ~ Sales technique.

##### **Quantitative Methods**

Nature of statistics ~ Forms of information ~ Accuracy & approximation ~ Numerical data ~ Primary & secondary data ~ Internal business information ~ External sources of information ~ Accuracy of information ~ Tolerance, error & rounding ~ Methods of information collection ~ Surveys, observation, interviewing & questionnaires ~ Sampling theory & practice ~ Numerical skills ~ Vocabulary of mathematics ~ Operations sequence ~ Presentation of facts & figures ~ Tabulation, charts, graphs & diagrams ~ Z charts & Lorenz curves ~ Moving totals & moving averages ~ Summarising data ~ Averages & dispersion ~ Estimation & probability ~ Statistical quality control ~ Trends & forecasting ~ Frequency distributions ~ Correlation.

##### **Behavioural Aspects of Marketing**

Nature of behavioural sciences ~ Attitude studies ~ Perception of learning & memory ~ Personality ~ Motivation ~ The individual in groups & society ~ Communications in society ~ Organisational behaviour ~ Perception & response to advertising & promotion ~ Hierarchy of needs ~ Ethics & morality ~ Identifying & supplying the needs of the public ~ Basics of human psychology ~ Responsibility of marketing to the public.

## THE MANAGING & MARKETING SALES ASSOCIATION



### EXAMINATION SYLLABUS

#### **Diploma in Sales & Marketing Practices**

##### **Sales Development**

Sales/marketing executive & the managerial factors of developing a territory ~ Market information ~ Storage/retrieval (manual & electronic) ~ Time management ~ Correlation/reporting of information ~ Advantages of allied & related services ~ Analysing successes/failures ~ Lateral thinking ~ Recruitment, interviewing/selection process ~ Personal development programme ~ Training ~ Assessment.

##### **Qualifying & Quantifying Sales**

SWOT analysis ~ Forecasting, utilising company statistics with market forces/competition/environmental & economic factors ~ Involvement in preparation of budgets/budgetary control ~ Total quality management ~ Analysis by 'spidagrams'/mind-mapping.'

##### **Constraints – Legal & Financial**

Contents & implications of job descriptions/agents' contracts ~ Contracts of employment ~ Implicit skills of job specification ~ Fundamental & practical aspects of Sale of Goods ~ Credit control/account collection ~ Consumer Protection ~ Health & Safety

##### **Behavioural & Promotional Aspects**

Socio-economic grouping for targeting and buying patterns ~ Maslow theory of behaviour ~ Effects of business policies & structures ~ Scarcity and/or availability of disposable income ~ Environmental influences ~ Economic restraints ~ Consumer pressure groups ~ Global influences on attitudes ~ Innovation to stimulate interest ~ Packaging as promotional items ~ Incentives to promote sales ~ Quality codes and regulations.

## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION PAPERS

#### **Advanced Diploma in Marketing Management**

Examination 1

#### **SALES COMMUNICATIONS**

Examination 2

#### **MARKETING MANAGEMENT (ANALYSIS & DECISION)**

Examination 3

#### **MARKETING COMMUNICATIONS**

Examination 4

#### **MARKETING MANAGEMENT (FINANCE)**

Examination 5

#### **MARKETING INFORMATION COMPLETION OF SHORT PROJECT**

## THE MANAGING & MARKETING SALES ASSOCIATION



### EXAMINATION PAPERS

#### **Advanced Diploma in Sales Management**

#### **COMMUNICATION WITHIN SALES & THE MARKET**

#### **ANALYSIS & DECISION WITHIN THE SALES MANAGEMENT FUNCTION**

#### **DEVELOPING PERSONNEL SKILLS & CONTROL**

#### **POLICY STRATEGIES & BUDGET CONTROL FACTORS**

#### **RELATIONSHIP OF MARKET INFORMATION & SALES MANAGEMENT**

#### **COMPLETION OF SHORT PROJECT**

## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION SYLLABUS

#### **Advanced Diploma in Marketing Management**

##### **Sales Communications**

All aspects of communication within .....

Sales ~ Planning ~ Product knowledge ~ Sales letters ~ Sales reports ~ Meetings & Seminars ~ Memoranda ~ Information distribution ~ External communication ~ Communication with prospects & customers ~ Sales records ~ Information systems ~ Sales expenses ~ Territory & journey planning/recording ~ Prospect & customer research ~ Complaint & objection communication ~ Sales bulletins ~ Sales publications & promotional material ~ Sales & product briefings ~ Salesman's records ~ Expenses & cost records ~ Sales figures ~ Personal development ~ Image communication.

##### **Marketing Management (Analysis & Decision)**

The nature of international business ~ Marketing & ethics ~ The world markets ~ Trading blocks ~ International & multinational companies ~ Overseas agency ~ Joint venture ~ Representation ~ Franchise ~ Licensing ~ Cultural & social aspects of international marketing ~ Corporate organisation for international marketing ~ International market research ~ Behaviour research ~ National trade infrastructure ~ Project management & funding ~ National & international trading legislation ~ Trade barriers ~ Tariffs ~ Customs & quota systems ~ Free trade zones ~ Offshore operations ~ Marketing ~ Marketing planning & control ~ Market entry & penetration strategy ~ Marketing mix planning ~ Product planning ~ Quality control ~ Price strategy ~ Distribution ~ Media operations ~ Sales Management ~ Competition ~ International fraud ~ Corporate strategic planning & control ~ Business opportunity analysis ~ Business analysis & decision-making.

## THE MANAGING & MARKETING SALES ASSOCIATION

### EXAMINATION SYLLABUS

#### **Advanced Diploma in Sales Management**



##### **Communication Within Sales & The Market**

Time management (preparation & execution) of verbal/written communication ~ Sequential written communication to maintain understanding delineate action ~ Reports (précis of essential information) for analysis, research & management action ~ Preparation, organisation & presentation for sales & product briefing meetings ~ (pro-active agendas) ~ Effective communication within publications, literature & promotions ~ Verbal communications, including telephone & e-mail (limits & benefits) ~ Training needs (technical & human assessment) ~ Material presentation with cost/benefit factor ~ Recruitment, preparation of advertisements, interviewing skills ~ Objective selection ~ Factually analysing complaints to gain customer acceptance & retention ~ Motivational factors for effective & efficient staff.

##### **Analysis & Decision Within Sales Management Function**

Management processes, practices & styles ~ Techniques & systems to suit working environment ~ Management types ~ Management by Objective ~ Critical path analysis ~ Logical process of analysis by 'Spidagram' (mind-mapping) ~ Functions of market research, co-operation with allied services ~ Open-ended system of 'why/how' to identify critical area ~ Recognition of the micro/macro environment within a business.

##### **Developing Personnel Skills & Control**

Personnel & team behaviour, related to the Maslow Theory ~ Staff attitudes related to achieving objectives ~ Planning & activation of identified needs of self and staff development ~ Counselling for problems & mental attitudes ~ Appraisal skills to identify strengths & weaknesses ~ Progressive review of job descriptions/specifications ~ Understanding & co-operation with senior management for policies of remuneration, incentives & reviews ~ Practical field control of dual calling, selling activities, time factors & customer reactions.

## THE SOCIETY OF BUSINESS PRACTITIONERS



### EXAMINATION SYLLABUS

#### **Advanced Diploma in Marketing Management**

##### **Marketing Communications**

All aspects of communication within.....

Company image ~ Public relations ~ Management reports ~ Marketing department internal communication ~ Corporate strategic planning ~ Information technology ~ Information collection, storage & use ~ Use of media ~ Market information ~ Marketing literature ~ Marketing meetings, presentations & seminars ~ Marketing training ~ Personal development ~ communication agencies ~ Audio-visual aids ~ Company performance information ~ Internal media ~ Financial reports.

##### **Marketing Management (Finance)**

Management thought & philosophy ~ Human resource management ~ Management structures ~ Business ownership ~ Line & staff authority ~ Managerial decision-making ~ Organisational structure ~ Management information ~ Control & co-ordination ~ Leadership & motivation ~ Types of authority ~ Management styles ~ Participative management ~ Managerial specialisations (finance, human resource, production, marketing, procurement, research & development) ~ Business policy ~ Corporate strategy ~ Management of small firms ~ Management of the marketing department ~ Media management ~ Product management ~ Finance management ~ Marketing planning ~ Performance measurement ~ International marketing management ~ Financial planning ~ Budgets ~ Cost accounting ~ Funding marketing operations ~ Product pricing & Policy ~ Advertising budget ~ Marketing personnel reward & remuneration.

##### **Marketing Information**

Information systems ~ Data collection & storage ~ Data classifications ~ Field & desk research ~ Evaluation of data ~ Quantitative analysis ~ Organisation of data collection resources ~ Data management ~ Sampling methods & techniques ~ Sales & Marketing statistics ~ Financial data ~ Media data ~ Advertising & promotions data ~ External information agencies ~ Exhibitions & conferences as market data sources ~ International information.

**Candidates will complete a short Project**

## THE MANAGING & MARKETING SALES ASSOCIATION

### EXAMINATION SYLLABUS

#### **Advanced Diploma in Sales Management**



##### **Policy Strategies & Budget Control Factors**

Relating sales & marketing policies to implementation through strategies ~ The company as an organisation, mission statements, business goals, values, long, medium & short term objectives/plans ~ Economic & environmental changes related to control of production/distribution ~ Meaning & contents of budgets assisted by field forecasting, implementation of budgetary control ~ Relationship of balance sheets/profit & loss accounts to credit control & cash flow ~ Discounting within sales/marketing policy for effective turnover ~ An overview of sources of finance to assist/increase customer service & sales ~ Management factors of ratios as indicators and controls.

##### **Relationship of Marketing Information & Sales Management Function**

The process of sales management related to a full understanding of the marketing functions required and their practical application ~ Practical field & desk research assisting company development ~ Sampling techniques, surveys & questionnaires ~ Effective use of promotions through field sales force activities ~ Enhancing customer/consumer awareness through merchandising & packaging (labelling of packaging apart from design, as a critical legal factor) ~ Uses of marketing & advertising agencies ~ Planning & operating exhibitions & conferences ~ International influences on sales management function ~ Understanding & acting within the legal obligations applicable to Sale-of-Goods, Restrictive Practices, credit control, Health & Safety, Equal Opportunities, in relation to culture/environment of market.

**Candidates will complete a short Project.**

## **EXAMINATION INFORMATION**

### **Examination Question Papers**

Question Papers are written and marked externally by independent Examiners and Moderators from educational establishments.

### **Tuition**

Tuition is available from selected centres in many countries. Courses require at least 110 hours of study for each Examination Paper subject. This applies whether study is full-time, part-time or via distance learning. Some study centres offer distance learning tuition tailored to the SBP and MAMSA Syllabus. This can be combined with face-to-face tuition if required.

### **Examinations**

Examinations are held in authorised centres in February, June and October annually.

### **Examination Registration**

Registration for examinations may be made at local centres or direct to the Society/Association.

### **Closing Dates**

Examination candidates must register in compliance with the following closure dates:

February Examinations	Closing date 1 <sup>st</sup> October
June Examinations	Closing date 1 <sup>st</sup> February
October examinations	Closing date 1 <sup>st</sup> June

### **Results & Re-sits**

Candidates are notified of their examination results within 10 weeks of the date of examination. Application to re-sit failed papers must be made immediately.

## EXAMINATION ENTRANCE

### Registration

Entrance to examinations is restricted to candidates who have completed a recognised course of tuition and can meet the following requirements:

1. Must be 18 years of age or over
2. Must be a Registered Student or Member of the SBP or MAMSA
3. Must have at least one of the following:

Four GCSE passes at Grade C or higher, one of which must be in the English Language and two of which must be at "A" Level (or equivalent)

BTEC Ordinary or Higher Certificate or Diploma in Business & Finance (or equivalent)

Passed matriculation or entrance examination of a recognised University

Passed LCCI Stage II (Intermediate) level examinations or RSA Stage III level examinations

An equivalent qualification from a recognised professional Institute.

Note: The Examination Committees may, at their discretion, allow exemption from the above entry requirements to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.