

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Understanding the Relationship Between Sales and Marketing
Unique Reference Number:	M/615/9710
Level:	Level 2
Credit Value:	3
Minimum GLH:	21

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the impact of different organisational structures on sales and marketing functions	1.1 Describe the features of different organisational structures
	1.2 Explain the effect of different organisational structures on sales and marketing functions
2. Understand the interface between sales and marketing functions	2.1 Explain the role and responsibilities of sales personnel
	2.2 Explain the role and responsibilities of marketing personnel
	2.3 Describe areas of synergy between the sales and marketing functions
	2.4 Describe the benefits of collaborative working to the performance of an organisation
	2.5 Explain potential causes of friction between the sales and marketing functions
	2.6 Describe mutually acceptable solutions to identified sources of friction
3. Understand the impact of sales and marketing on product development processes	3.1 Describe the product development process
	3.2 Explain the role of sales and marketing in the product development process

	3.3	Explain the market features and trends relating to a product or service
	3.4	Describe the characteristics and benefits of a product or service
	3.5	Explain the wants and needs of an organisation's customer base
	3.6	Describe how to prepare a business case for a product or service
	3.7	Describe how to forecast sales of a product or service
	3.8	Explain the importance and use of customer feedback in relation to product development