

Sales and Marketing Management with Internship

Program Overview

The Diploma in Sales and Marketing Management with Internship will provide students with the fundamentals of business management, with specific emphasis on salesmanship and marketing. This program prepares students to manage the sales and marketing process and to handle complex challenges in an increasingly global environment.

This program will offer the student an overview of marketing principles and some hands-on training in business and sales skills in order to be successful in different markets. During the program the student will study the principles of management, marketing communications, sales management, strategic management, accounting and marketing management.

The Diploma in Sales and Marketing Management with Internship is designed for those who are in the sales and marketing field and who wish to upgrade their knowledge and skills for further career advancement. It is also ideal for those without formal sales and marketing training but who wish to pursue a career in this field.

The internship integrates study with planned and supervised career-related work experience in the field of sales and marketing. It constitutes the last phase of the academic training, and a mandatory activity to get the Diploma. Students are involved as unpaid "authentic employees" receiving academic credit for work experiences.

Program Format

Diploma: 12 Months (6 months instruction; 6 months internship).
Certificate: 6 Months (3 months instruction; 3 months internship).

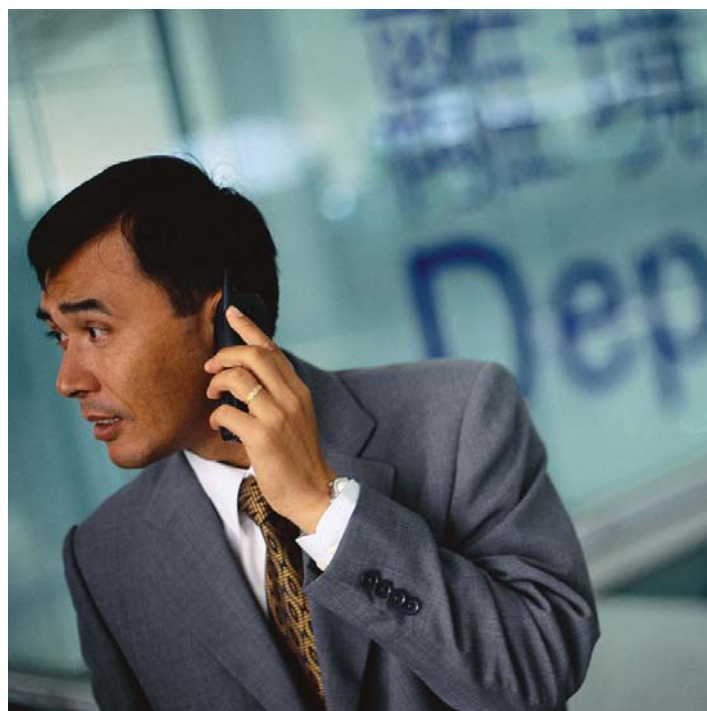
Career Opportunities

Marketing assistant, advertising executive, customer relations assistant, sales representative; manufacturer's agent; sales manager; business development representative; and technical support representative.

Course Descriptions

DSM 01C – Introduction to Accounting

This course will introduce students to the concepts within the context of business in the Canadian environment. Students will explore accounting information's role in the decision making process and learn how to use accounting information in a variety of decision situations.



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DSM 02C – Strategic Management

This course is the capstone of the DBA Program. Specialized knowledge and skills delivered from the other courses are combined, integrated, and applied so that the student can make significant decisions, plans, and recommendations in line with corporate objectives and frameworks.

DSM 03C – Financial Management

This course has been developed to provide the student with a broad familiarity with the field of financial management. Case histories are used to develop an understanding of financial analysis as a prelude to policy formulation. Students will learn how to integrate financial analysis with other aspects of a business.

DSM 04C - Business Communications

The ability to communicate is an extremely important part of the manager's role. This "hands-on" course will cover communications theory, aspects of written communications, and introduce the student to public speaking.

DSM 05C – Canadian Business Law

This course is designed to provide the student with an overview of Canadian Business Law and an understanding of basic legal terminology. The major emphasis is on contract law since contracts are the foundation of all commercial transactions.

DSM 06C – Organizational Behavior

The study of organizational behavior combines planning with the maximum utilization of human resources through the development of people. In this course, the student will explore characteristics of organizations and current organizational theory.

DSM 07A – Introduction to Marketing and its Environment

This course defines marketing by providing an overview of general marketing issues such as contemporary market opportunity, analysis, target market selection, and marketing mix development, while adapting to the environmental forces in the marketing environment. The module will conclude by introducing the student to the marketing research process, utilizing primary and secondary research methods.

DSM 08A – Buying Behavior and Target Market Segmentation

The study of organizational behavior combines planning with the maximum utilization of human resources through the development of people. In this course, the student will explore characteristics of organizations and current organizational theory.

DSM 09A – Strategic Market and Product Planning

This module will analyze the decisions made in the strategic marketing planning process and the influence on marketing plans. Then the students will learn about consumer and organizational business goods focusing on the relationship to branding, brand names and loyalty. We will conclude this module focusing on the product life cycle (PLC) and the categories of adopters in the marketplace.

DSM 10A – Pricing Strategies and Distribution

This course will examine the activities associated with pricing strategies insuring that products are available in adequate quantities and at accessible locations when customers require them. We discuss the structure and function of marketing channels and distribution and present an overview of institutions that make up these channels. Finally we analyze the types of wholesalers and their functions with a focus on retailing and retailers.

DSM 11A – Integrated Marketing Communications

In this course we discuss the importance of integrating marketing communications utilizing both advertising and public relations. We will also focus on direct response marketing, sales promotions, personal selling, event marketing and sponsorships. We will also deal with the management of personal selling and the role it can play in a firm's promotional mix.

DSM 12A – Emerging Directions in Marketing

In this course students will gain an understanding of the relationship to Internet marketing through E-Commerce markets and business opportunities. Then the focus will change to services provided for not-for-profit marketing and its impact.

DSM 07B – Personal Selling in the Age of Information

This course will introduce students to the personal selling philosophy for the new economy, the marketing concept, and the various opportunities for the sales force in the age of information. The program will conclude by creating value and managing the relationship process by understanding different communication styles.

DSM 08B – Understanding Buying Behavior and Creating Product Solutions

This course introduces students to the concepts of creating product solutions. The program focuses on the various ways in which product strategies are developed. The module incorporates familiarizing students with buyer behaviors and concerns in making a sale. The course concludes by teaching the students how to prepare and maintain a qualified prospect base.

DSM 09B – Establishing a Relationship and Customer Strategy

The relationship and customer strategy module focus will be on developing a presale plan worksheet. The worksheets are designed to be a plan on what needs to be discussed during each strategy. This module will reflect groups of 2-3 with an emphasis on role-playing the scenarios at two different intervals. Students will acquire the techniques to approach the buyer, create a presentation; custom fit the demonstration, while perfecting their negotiation skills.

DSM 10B – Closing and Confirming the Sale

This course gives students the techniques required to close and confirm partnerships. Students will also learn skills required to secure and build long term partnerships in order to achieve greater productivity. The course concludes by examining business ethics, which form the foundation for relationships in the selling process.

DSM 11B – Managing the Sales Force and Resume Building

The course starts with an introduction to the management and partnership of a company's salesforce. The program will show students different formats on resume building and cover letter compositions.

DSM 12B – Recruiting, Training and Developing the Sales Force

The course involves the complete cycle from recruitment to development of a new and existing sales-force. We look at the different avenues of finding employment and designing a customized resume that captures the employer's attention. The program will show students different formats on resume building and cover letter compositions. The course will conclude by examining how to develop a sales force covering topics such as training programs, sales meetings, evaluation and problem solving.

Certification

Graduates who have completed the required coursework are eligible to receive certificates from the Canadian Institute of Management (CIM) and the Canadian Professional Sales Association (CPSA) in addition to the Ashton qualification.

How to Apply

To apply, please contact a student adviser.

