

# Sales & Marketing Management

## Program Overview

The Sales and Marketing Management programs provide students with an exciting opportunity to specialize in these two essential areas of business.

Students receive a solid foundation in Sales & Marketing skills, using group presentations, role-plays and debates. Our Faculty stresses the ability to work effectively in a team-based environment by including group assignments and class discussions. Students are encouraged to share ideas and work together. We incorporate current business concepts and real-life examples to illustrate a worldly view of the corporate sales and marketing environment. The selected courses provide students with knowledge of sales and marketing functions and practical skills.

## Program Format

Diploma: 6 months / Certificate: 3 months

## Program Benefits

Upon completion of the Diploma program, students qualify for the Ashton Diploma in Sales & Marketing Management. Graduating students receive the PSC Certificate in Professional Sales from The Canadian Professional Sales Association (CPSA), and certification from the Canadian Institute of Management (CIM). Students taking the Certificate program, are eligible for the Ashton College Certificate in Sales and Marketing Management.

## Course Descriptions

### DSM 01C – Introduction to Accounting

Introduction to Accounting introduces the concepts within the context of business in the Canadian environment. Students explore accounting information's role in the decision-making process and learn how to use accounting information in a variety of decision situations. Introduction to Accounting is concerned with the analysis and use of accounting data.

Topics include the following: Introduction to Accounting Practices, Balance Sheet, Income Statements, Merchandising Inventory and Cost of Goods Sold, Statement of Cash Flows, Analysis of Financial Statements, and Methods of Identifying Financial Strengths and Weaknesses.

### DSM 02C – Strategic Management

This course is the capstone of the Sales and Marketing Program. Specialized knowledge and skills delivered from the other courses are combined, integrated, and applied so that students can make significant decisions, plans, and recommendations in line with corporate objectives and frameworks. Case studies are used to expose students to a wide range of topics such as: Setting Goals and Objectives, Strategy Development, Development of an Effective Organizational Structure, and Measurement and Management Controls.

### DSM 03C – Financial Management

This course has been developed to provide students with a broad familiarity with the field of financial management. Particular attention is given to: Valuation of Cash Flows, Time Value and Money, Source and Application of Funds, Common Shares, Cost of Capital, Budgeting, Short and Long Term Funding of New Business Opportunities, and Managing International Risks. Case histories are used to develop an understanding of financial analysis as a prelude to policy formulation. Students learn how to integrate financial analysis with other aspects of a business.

### DSM 04C – Business Communication

The ability to communicate is an extremely important part of the manager's role. This "hands-on" course covers communication theories, aspects of written communications, and introduces the student to public speaking.

Topics include: Communication within an Organization, Non-Verbal Communication, Effective Listening, and Verbal Presentations.



**DSM 05C – Canadian Business Law**

This course is designed to provide students 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.

Topics include a study of the requirements of creating a legally binding contract as well as some common errors to be avoided. Various types of contracts with special uses will also be examined.

**DSM 06C – Introduction to Management**

This is an introduction to the basic characteristics of business and management concepts. Through the review of the functions of management using a systems approach, modern management theory and practice are studied. The current issues of business ethics, environmental concerns, international management, women in management and political environment are reviewed. Specific management functions such as planning, organizing, motivating, controlling, and decision-making will be examined using the case study approach. The emphasis will be on analysis and decision-making. The student will examine the major stages in an organization's evolution and the key decisions which arise at each stage. This course covers the nature of managerial concepts, managerial functions and organizational structure with emphasis on current issues.

**DSM 07A – Introduction to Marketing and its Environment**

This course starts by defining marketing and providing an overview of general marketing issues such as market opportunity analysis, target market selection and marketing-mix development. We also look at how environmental forces can affect customers and their responses to marketing strategies. We then consider competitive, economic, and political, legal, regulatory, technological, and socio-cultural forces in the marketing environment. Our course also takes a look at the role of ethics and social responsibility in marketing decisions. Finally we discuss the opportunities and challenges of international marketing.

**DSM 08A – Buying Behavior and Target Market Segmentation**

This course focuses on the buyer. We start with a discussion on various Marketing Information Systems and the basic steps taken when undergoing marketing and the research process. We move on to examine elements, which affect the buying decisions and spend time analyzing the organizational buying decision process. Finally, we end the course with understanding how to select and analyze target markets.

**DSM 09A– Strategic Market and Product Planning**

This course analyzes the decisions and activities associated with developing and maintaining effective marketing mixes. We focus on the major components of: marketing mix, product, distribution, promotion and price. We then examine the basic concepts and relationships that must be understood to make effective product buying decisions. Finally we analyze product management, including product modification, new product development and product elimination.

**DSM 10A– Pricing Strategies and Distribution**

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

**DSM 11A– Integrated Marketing Communications**

In this course we discuss the importance of price, and look at some of the characteristics of price and non-price competition. We present an overview of promotion and describe the communication process. We then examine the major steps required to develop an advertising campaign and explain what public relations is and how it can be used. We 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 we discuss the importance of price and look at some of the characteristics of price and non-price competition. We examine the major factors that affect marketers' pricing decisions. We will then analyze the eight major stages in the process used by marketers to establish prices. If an organization is to provide a satisfying marketing mix, the price must be acceptable to target market members.

**DSM 07B- Personal Selling in the Age of Information**

The course starts with an introduction to personal selling and to marketing concepts in the age of information. We look at various opportunities for a sales force by creating value and managing relationships by understanding different communication styles.

**DSM 08B– Understanding Buying Behavior and Creating Product Solutions**

The course starts with an introduction to the concepts of creating product solutions. We look at various ways in which product strategies are developed. We end the course by examining buyer behaviors and learn how to develop a prospect base.

**DSM 09B - Establishing a Relationship and Customer Strategy**

This course commences with an introduction to the concepts of approaching the customer. We then look at how to create effective sales presentations. The course concludes by examining methods to custom fit the sales presentation and understand the buyer's concerns through developing good negotiation skills.

**DSM 10B – Closing and Confirming the Sale**

This course gives the student 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 are the foundation for relationships in the selling process.

**DSM 12 Fundamentals of Human Resources**

Human Resource Management supports all of the activities related to challenges facing Canadian organizations in the context of managing their workforce. This course is both theoretical and practical in its organization and discusses how human resource departments are organized and function. This course will include a group simulation project in an existing HR environment.

Topics will include:

- Professional Practice in Human Resources
- HR Planning and Organizational Productivity
- Job Analysis, Recruitment and Selection
- Employee and Labour Relations

**How to Apply**

To apply, please contact our student advisers for an application form and supporting documents.

