



**The Managing & Marketing Sales  
Association  
Examination Board**

# **SYLLABUS**

## **CERTIFICATE IN SALES MARKETING & HIGHER DIPLOMA IN MARKETING**

### **INTRODUCTION**

The Senior Sales Executive is required to use the techniques and presentations of Selling in many and varied circumstances. To be effective, the Executive is required to understand and to organise preparatory plans using an ability to analyse each situation and deciding on the most creative method to maximise a sale. Planning takes into consideration the **timing the place, current activities of competition, alternative presentations to meeting a change in circumstances, wants and needs** and the **company policy on distribution and credit facilities**. Time spent on planning is the key to making a potential customer into an active account and in cementing customer loyalty.

Using the marketing strategy of an organisation should be considered a crucial part of a Sales Executive's work and demands the efficient use of promotions, advertisements and direct mail shots.

The Sales Executive can be involved in the recruitment and selection of sales people and be aware of the techniques used in formal and informal interviews. Training and Development Programmes can constitute a part of the work environment. Incentives play a large part in stimulating sales by adding to employee's salary and/or increasing commission which can also be the only form of reward. After sales service and customer care are critical factors in maintaining customer loyalty and are related to legal entities of Misrepresentation and The Sale of Goods.

The Certificate in Sales Marketing and the Higher Diploma in Marketing provides an expertise required by Companies who expect their Sales Executives to be senior members of their organisation.

This Syllabus has been designed through advice from efficient business enterprises, from educational centres and through the Consultancy Projects operated by MAMSA.

MAMSA believes in offering qualifications which will assist in furthering career opportunities and in providing a quality of professionalism recognised by Companies and by Government Departments, both in the UK and Overseas.

**MAMSA** is an international Association with members and training organisations working to further, on a daily basis, its mission statement:

*“The creation of opportunity for the development of knowledge from which positive, effective and practical application will strengthen the role of individuals and business enterprises internationally.”*

## DIPLOMA STRUCTURE

The **Certificate in Sales Marketing and Higher Diploma in Marketing** is part of a sequence of qualifications consisting of:

The Standard Diploma in Salesmanship  
The Certificate in Sales Marketing  
The Higher Diploma in Marketing  
The Advanced Diploma in Sales Management

## STRUCTURE FOR CERTIFICATE AND DIPLOMA

The **Certificate in Sales Marketing** and the **Higher Diploma in Marketing** each comprise of one Examination and a candidate may sit each Examination separately or together. However, the Higher Diploma in Marketing cannot be awarded until the Certificate stage has been completed to the requirements of the Examination Council.

### CERTIFICATE IN SALES MARKETING

- **Examination “1”**  
Practices & Planning of Negotiations  
Humanities & Behavioural Patterns  
Functions of Marketing  
Motivation & Incentives  
Recruitment, Selection & Training

**Duration of Examination: 2 ½ hours**

### HIGHER DIPLOMA IN MARKETING

- **Examination “2”**  
Structure of Business Enterprises  
Forecasts & Targets  
Marketing Functions in Practice & Strategies  
Marketing Mix/Facets of Marketing  
Administration/Office Procedures  
Credit Control/Cash Flow  
Legal Requirements /Sales & Contracts

**Duration of Examination: 2 ½ hours**

The natural sequence to these professional qualifications is **The Advanced Diploma in Sales Management**.

Claims for Exemption will be considered by the Examination Council provided the Claim Form has been completed with the relevant documentary evidence and accompanying fee(s).

**Examination Results:-** Candidates results will be sent from MAMSA Head Office in August and January. The Examination Council is forbidden to enter into communication concerning a candidate's results. The Council's decision is final.

Where candidates have passed the relevant Examinations the Result and Certificate or Diploma will be forwarded together.

**Non-attendance:-**In the case of illness, the provision of a Doctor's Certificate will be accepted and the fees transferred to the next Examination Session. A special request for transfer will incur an administration charge. Fees cannot be transferred if a candidate just does not attend an Examination Session.

## **CERTIFICATE IN SALES MARKETING**

### **EXAMINATION "1"**

#### **GENERAL**

*(Practices & Planning of Negotiations ~ Humanities & Behavioural Patterns ~  
Functions of Marketing ~ Motivation & Incentives)*

### **OVERVIEW**

The application of sales negotiations and the use of techniques to meet the specialist needs of customers and for products/services. Recognising that each customer is an individual with preferences and personal ways in which they do business. Overcoming objections and decision-delaying tactics. The preparation of plans to meet the many types of sales interviews, the timing, the research, the approach, choice of type of presentation, personalising benefits, introducing signals to show acceptance and approaching decision-making. Planning requires analysis and organisation. Identifying acknowledged behavioural patterns and an understanding of human traits which cover impulse buying, the silent customer, the talker and the 'I'll think about it.' The functions of marketing and how the sales person uses these to advantage, e.g. advertising, promotions etc. Personal motivation and need to succeed together with company stimuli and the different types of incentives. The application of these skills to recruitment, selection, training and both personal and staff development programmes.

## SYLLABUS CONTENT EXAMINATION "1"

Planning sales negotiations. Using and adapting techniques to meet specialist demands. Systems and methods of analysis. Flow Charts/Spidagrams. Decisions and alternatives - structured analysis. Human reactions - rational/irrational. Human behavioural patterns and visual communications. Social/economic stratas. Functions of marketing. Their use in negotiations. Advertisement/promotions. Company/business sales policies and pricing strategies. Discounts. Rebates. Elements involved in recruitment and selection - job description - specification. Training and development programmes - induction/product/quality service.

## HIGHER DIPLOMA IN MARKETING

### EXAMINATION "2"

### GENERAL

*(Structures of business enterprise ~ marketing functions, practices and strategies ~ Administration - office procedures ~ credit control - cash flow ~ legal requirements)*

## OVERVIEW

The structures of businesses related to sales activities and marketing functions. Purposes and methods of preparing sales forecasts and the setting of targets. The overall functions of marketing identified by "P O I S E". **P**hilosophy, to be customer/market oriented as against product oriented. **O**rganisation, marketing clearly defined within a company's structure with clear understanding of costs and controls. **I**nformation, effective gathering of information, its retrieval and availability. **S**trategy, working within quantified and qualified objectives. **E**fficiency, planning and controlling advertising and promotions for home and overseas usage. The practices of marketing, e.g. marketing mix and the 6 facets of marketing. Utilising field and company administration. Preparing reports containing necessary data and market information. The interpretation of company 'accounts' as a guide to credit worthiness. The reasons for producing and working within budgets. Credit control and related cash flow. The essential legal obligation of sales, e.g. Sale of Goods, Misrepresentation, leasing/hire purchase, order forms and invoices.

## SYLLABUS CONTENT EXAMINATION “2”

Structures of business enterprises. Position and importance of marketing to an enterprise. Marketing functions. Purpose and relationship to company selling activities. Marketing practices - 6 facets of marketing: *market research, market forecasting, product planning, distribution planning, marketing strategy, sales administration*. Sales forecasting - methods of targeting. Product life cycle - break even point. Interpretation of customer company accounts. Credit control. Cash flow. Legal entities related to the process of selling. Sale of Goods. Misrepresentation. Awareness of the laws governing contracts - hire purchase, leasing, order forms, invoices, employment.

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