

Online Business School

" The Online Learning Revolution"



Level 4/5 SALES AND MARKETING DIPLOMA
(University 1st and 2nd Year)

Students study with the Online Business School for the first 2 years (240 credits) then complete the final year at a UK University either via Distance Learning or in the UK on campus.

Year 3

BA (Hons) in Marketing or Management awarded by the following University you decide to complete the final year at:



Online



Online



Online



Campus

Year 2

Level 5 Extended Diploma in Management (120 credits)

Year 1

Level 4 Sales and Marketing diploma (120 credits)

Level 4
Sales
&
Marketing
Diploma

Level 5
Extended
Diploma

BA (Hons)

About OBS

- OBS programmes are delivered 100% online.
- Short 30-40 learning hour interactive modules set against RQF (Regulated Qualifications Framework) learning outcomes.
- Additional resources to aid learning are also available, on a paid for basis such as Ebooks, Webinars and one to one dedicated tutor support.
- All modules have an online multiple choice assessment (30 questions with a pass mark of 50%).
- On completion of all the modules students then write assignments set by ATHE to complete the course and receive the ATHE diploma which can be used as University credits.
- Completely off campus and agreed top-up routes to a range of UK universities.
- OFQUAL Approved partners



How the Online Business School Bachelor's Degree journey can benefit you:

- A complete education solution progressing students from diploma level through to an honours degree with a UK University.
- Gain accreditation and recognised University credits all the way through your education journey.
- An Online Business School course is recognised by all of our awarding bodies (ATHE) UK and International University partners which gives you access to a whole host of Universities all over the globe to complete your final year.
- Students have the option of Distance learning or campus study in the UK for their final year.
- Flexible study with no set term or deadline dates. Study and submit your work at your own pace. You can login to the portal at any time to access your material.
- The Degree journey provides students with a mixture of practical and academic skills allowing students to progress academically or seek employment upon completion of each programme.
- Designed to provide state-of-the-art online learning , accessible whenever and wherever required by the student at an affordable cost.
- We also offer additional OFF CAMPUS resources to students via a range of products and services, (such as tutors, eBooks, and the public online forum) to help ensure a successful academic career for the student.
- Upon completion of the Degree, students can follow progression routes to masters' s level programmes with UK Universities.



Course Information For Level 4

Overview

Equivalent of the first year of an Undergraduate degree giving the student 120 credits on completion. It is also a starting point for students embarking on a career in Business.

Entry requirements

A student has to be 18 or over and have a High School Education or with suitable vocational experience.

Study Hours

10 modules totalling 120 credits each requiring an average of 40 hours of study per module. Average study time is around 8/10 months. It is flexible study so you study the course at your own pace. On completion of all the modules you write 10 assignments with a word count of around 3000-5000 words per assignment.



Module listing

The Business Environment

What comes to mind when you think of the word 'environment'? You probably think of surroundings, and the conditions and influences of the surroundings. Similarly, the business environment refers to an organization's surroundings – its external surroundings, as well as its internal surroundings.

Customers and Customer Service

This module starts by looking at customers and how they make decisions about their purchases. What factors do they think about when buying a chocolate bar, vegetables, a book, a refrigerator or a house? How do businesses decide which company to use when buying a new computer system? Before you can start to market to people you must have some clear ideas about how they think, and understand the attributes and benefits that they are looking for.

Marketing Mix

In marketing, a company is faced with two kinds of variables. First, there are the variables associated with the external environment; the environment surrounding the organization, made up of the macro-environment (the broad environment consisting of political, economic, socio-cultural, technological dimensions) and the micro-environment (the competitive structure of the industry in which the company operates). A company has no direct control of these external variables. The second set of variables contains operational variables; factors over which a company has full control.

Marketing and Sales planning

Marketing and sales are fundamental to business, whatever the sector. In the private sector, it is accepted that marketing and sales planning is essential to achieve profitability and market success. In the public sector and in the charitable sector, the focus is not on profit making but on customer (or more broadly, stakeholder) satisfaction. Marketing is increasingly playing a key role in the non-profit sector to build awareness of issues and promote causes, taking the perspective of not just customers (recipients) but also donors.

IT in Business

There is clear evidence that Information Technology provides competitive advantage, whatever the business sphere an

organisation operates it. To gain advantage, managers must know how IT can be used in internal and external processes to deliver better value to the end customer.

Managing and Using Marketing

This module will provide you with a comprehensive introduction to marketing. It is intended to be relevant to the management and operation of organisations in many different areas of the economy, including those which do not operate for profit.

Customers and their Needs

The aim of modern marketing is to identify and then satisfy each customer's needs and wants. This is often done by building relationships with customers and using these relationships to create a two-way communication between the two parties. The customer communicates his or her preferences, and the business communicates information about products that will satisfy the customer's needs and wishes.

E-Marketing Communications

The success of the World Wide Web and the proliferation of the Internet and associated technologies have revolutionised the way organisations conduct their business. The most apparent change has been the support provided through technology to a number of traditional operations, such as sales, communications, customer services and marketing.

High Performance Sales.

An organisation's success depends on a number of factors including its operations, its marketing strategy, its human resource management and its sales. One of the most common criteria used for assessing the organisation's success is sales growth. This is an indication that the organisation manages to maintain its existing customers but also attract interest followed by sales from new markets.

Marketing Strategy

How then do organizations develop strategies in a complex marketing environment? How do they assess opportunities and threats? Which markets and segments do they target and why? Which market positions play to an organization's strengths? What product portfolio should be maintained for long-term value? These are some of the questions we shall address.

Course Information For Level 5

Overview

Equivalent of the SECOND year of an Undergraduate degree giving the student a further 120 credits on completion. This would be a total of 240 credits for level 4/5 combined. Will allow a student to go onto the final year of an Undergraduate degree with one of our University partners.

Entry requirements

A student must hold the Online Business School level 4 qualification or equivalent. Also if a student has the relevant work experience they will be accepted.

Study Hours

10 modules totalling 120 credits each requiring an average of 40 hours of study per module. Average study time is around 8/10 months. It is flexible study so you study the course at your own pace. On completion of all the modules you write 8 assignments with a word count of around 3000 words each per assignment.



Module listing

The Entrepreneurial Manager

What is an Entrepreneur? Examine the skills and qualities of entrepreneurship.

Organisation Structures

Why are organisations structured in the way they are? What determines the optimum structure and how does it differ between organisations? In this module, learners will look at the numerous models and theories that make up organisational structure.

Practical Accounting Analysis

Learners will complete exercises in accounts throughout this module to understand what they are telling us and the actions that analysis can precipitate.

Business Planning and Goal Setting

What is the business trying to achieve? What will it do? How will it do it? This module focuses on the creation of clear goals and clear plans to achieve a clear objective.

Politics and Business

Impact of politics on business and how it may help or hinder business. This module will educate learners on economic impact, exports and government support.

Business Law

Explore the statutory responsibilities of managers as learners look into the legalities of business and business executives.

Managing in Today's World

Business in the modern world. This module focuses on governance and equality as a means to do right in business.

Performance Management

Understanding how your people and your business can continually improve together, learners will review reward structures, CPD, training and development to ensure high performance in business.

Marketing and Sales Planning

Learners will analyse how markets, customers, competitors and products can come together in a cohesive plan.

Quantitative Skills

On successful completion of this module, learners will have knowledge of numeric exercises and will understand their use within the context of the business. The ATHE Level 4/5 Extended Diploma in Management has 10 modules and 8 written assignments at each level. On completion of the modules, students will be given access to the assignments. The assignments are approximately 3000-5000 words each. Students are provided support on the modules and assignments via the 'Tutor' section of the learning platform.

Progression Routes



Top up BA (Hons) Management (FINAL YEAR) – **£3300**

Top up Final Year BA (Hons) Management (FINAL YEAR) – **£3000**

BA (Hons) in Business Management Top-up (FINAL YEAR) – **£3300**

BA (Hons) in Business Management Top-up (FINAL YEAR) – **£9250**

* Please note these are just some examples of University top up courses and fees , contact us for more information for other Top up pathways and fees.

Online Business School

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Find out more ...

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