



UK Degree SALES AND MARKETING Year 1 (Level 4) & Year 2 (Level 5)

AXISMATICS
Professional Institute



**Flexible Way of Study
at Your Own Pace**



**Easy Access from
Anywhere and Anytime**



**Complete A Recognized
UK degree from Home**

- A Sales and Marketing degree program is designed to prepare the learners in acquiring the full set skills in the sector of sales and marketing for the ever challenging business and marketing world.
- This is a 240 credits course designed for students to progress to the final year of studies in an associated Undergraduate degree in Sales and Marketing. Students can either choose to complete the final year at a UK university on campus or via distance learning.
- **Year 1** (Level 4 Sales and Marketing) which is equivalent to the first year of a University Degree, consist of 120 credits, has 10 modules and associated multiple assessments.
- **Year 2** (Level 5 Extended Diploma in Management) which is equivalent to the second year of a University Degree, consist of 120 credits, has 10 modules and associated multiple assessments.
- **Year 3** Complete the final year to get a BA (Hons) degree from study at one of the universities in UK on side or through flexible way of online study.
- UK Degree program can be completed 100% study through online.



A. Intakes of the year

January and September.

B. Fees

Students can choose to make payment by using one of the following methods:

- Credit/Debit Card
- Bank Transfer
- Interest free monthly installment
- For more information, please whatsapp to **018-3884358** or email to **info@axismatics.edu.my**

C. Fees inclusive of:

- All course materials, including online modules and written assignments.
- Access to the learning management system.
- Tutor support for synchronous learning sessions.
- Assignment assessment and feedback.

D. Entry requirement:

Compulsory in one of the following:

- University Foundation Program (Level 3 – 120 credits)
- UEC 5B (including Mathematics) or equivalent Pre U / Foundation/ STPM / Matriculation / AUSMAT: Passed with a minimum of CGPA 2.0 or an average of 60% and above
- A Level - Minimum EE, including Mathematics

Optional:

- English language proficiency: TOEFL 530 / IELTS 5.5 / MUET Band 3.0

E. Year 1 (Level 4) 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?

Marketing Mix

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 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

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.

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.

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.

Marketing strategy

How then do organizations develop strategies in a complex marketing environment? These are some of the questions we shall address.

F. Year 2 (Level 5) 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 analyze 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.



G. List of written assignment:

Each module of learning material required of an approximately average of 40 guided learning hours of study. On completion of the module, each student will be given an MCQ questionnaire. This is to let the student review themselves on the understanding of the syllabus of the module.

Students need to complete 10 written assignments at level 4 and 8 written assignments at level 5. We recommend a word count between 5,000-8,000 words for each assignment. Credits are awarded upon the successful completion of an assignment, accumulating to the 120 required to pass each level. Student will receive a certificate per level. The two certificates equate to the 240 credit for the whole course.

The assignment unit titles for the Year 1 (level 4):

1. Business environment
2. Customer service
3. Customers and their needs
4. E-marketing communications
5. Information technology in business
6. Managing marketing
7. Marketing and sales function
8. Marketing mix
9. Marketing strategy
10. Selling

The assignment unit for the Year 2 (Level 5)

1. Managing Communications
2. Business Organisations in a Global Context
3. People Management
4. Finance for Managers
5. Research Project
6. Marketing Principles and Practice
7. Planning a New Business Venture
8. Business Law



H. Mode of study

Each student will be given a unique code to access to the learning materials online through a specific portal. Student can access to the learning portal at any time and at anywhere provided with a good internet connection.

I. University Degree Top Up – Final Year

Upon successful completion of the 240 credits, you can choose to top up your undergraduate degree through an accredited UK university in UK campus or via online /distance learning. The fees and cost of finishing the degree on campus will vary depending on which university a student choose.

For university degree top up – Final year, you have options to choose some of the universities below:

Northampton University

University of Derby

Edinburgh Napier University

Anglia Ruskin University

University of Worcester

University of Hertfordshire

Buckinghamshire New University

J. Career Path

This course provides a very detail sales and marketing key concepts and basic structure where it ultimately nurture a graduates from Sales and Marketing go into marketing, sales, business profession.

AXISMATICS Professional Institute

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