

# HRODC Postgraduate Training Institute



**A Postgraduate - Only Institution**



**#272**

**Sales and Marketing Management**

**Postgraduate Short Course**

**Leading To:**

**DIPLOMA - POSTGRADUATE IN**

**Sales and Marketing Management,  
Quad-Credit, 120 Credit-Hours**

**Accumulating to A**

**Postgraduate Certificate,  
With 60 Additional Credit-Hours, or A**

**POSTGRADUATE DIPLOMA**

**With 240 Additional Credit-Hours**

Sales and Marketing Management Postgraduate Short Course - Page 1 of 28

**HRODC Postgraduate Training Institute**

**HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK**



**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc.  
Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.;  
M. RG. C.



**HRODC POSTGRADUATE TRAINING INSTITUTE**  
*A Postgraduate – Only Institution*

**Websites:**  
<https://www.hrodc.com/>  
<https://www.hrodc.london>  
[postgraduateshortcourses.com/](https://www.postgraduateshortcourses.com/)

**Email:**  
[institute@hrodc.com](mailto:institute@hrodc.com)  
[london@hrodc.com](mailto:london@hrodc.com)

**HQ**  
122A Bhylls Lane  
Wolverhampton  
WV3 8DZ  
West Midlands, UK

**Tel:**  
+44 1902 763 607  
+44 7736 147 507


**HRODC Postgraduate Training Institute, A Postgraduate-Only Institution**  
**Our UK Government's Verification and Registration**

**Our Institute is Verified by, and Registered with, the United Kingdom (UK) Register of Learning Providers (UKRLP), of the Department for Education (DfE). Its UK Provider Reference Number (UKPRN) is: 10019585 and might be located at: <https://www.ukrlp.co.uk/>.**

**Course Coordinator:**

**Prof. Dr. R. B. Crawford is the Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);



**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.

**Professor Dr. Crawford has been an Academic in the following UK Universities:**

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.


**His responsibilities in these roles included:**

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



## For Whom This Course is Designed

### This Course is Designed For:

- Sales / Marketing Managers;
- Relationship Managers / Executives;
- Product and Business Development Managers;
- Sales Professionals;
- Marketing Officers;
- Marketing Support Personnel;
- Sales Managers;
- Sales Executives;
- Sales Personnel;
- Key Account Specialists;
- All others who are desirous of enhancing their expertise in Sales and Marketing.

### Classroom-Based Duration and Cost:

<b>Classroom-Based Duration:</b>	<b>20 Days</b>
<b>Classroom-Based Cost:</b>	<b>£20,000.00 Per Delegate</b>

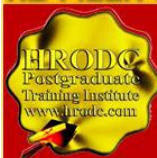
### Online (Video-Enhanced) Duration and Cost

<b>Online Duration:</b>	<b>40 Days @ 3 Hours Per Day</b>
<b>Online Cost:</b>	<b>£13,400.00 Per Delegate</b>

## Classroom-Based Course and Programme Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Postgraduate Diploma/ Diploma – Postgraduate –or

**HRODC Postgraduate Training Institute**  
 HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.

- Certificate of Attendance and Participation – if unsuccessful on resit.

**Students and Delegates will be given a Selection of our Complimentary Products, which include:**

- **Our Branded Leather Conference Folder;**
- **Our Branded Leather Conference Ring Binder/ Writing Pad;**
- **Our Branded Key Ring/ Chain;**
- **Our Branded Leather Conference (Computer – Phone) Bag – Black or Brown;**
- **Our Branded 8-16 GB USB Flash Memory Drive, with Course Material;**
- **Our Branded Metal Pen;**
- **Our Branded Polo Shirt.;**
- **Our Branded Carrier Bag.**

**Daily Schedule: 9:30 to 4:30 pm.**


**Delivery Locations:**

- 1. Central London, UK;**
- 2. Dubai, UAE;**
- 3. Kuala Lumpur, Malaysia;**
- 4. Amsterdam, The Netherlands;**
- 5. Brussels, Belgium;**
- 6. Paris, France; and**
- 7. Durban, South Africa;**
- 8. Other International Locations, on request.**

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



## **Sales and Marketing Management Course**

**Leading to Diploma – Postgraduate – in Sales and Marketing Management, Quad-Credit, 120 Credit-Hours, Accumulating to a Postgraduate Certificate, with 60 Additional Credit-Hours, or a Postgraduate Diploma, with 240 Additional Credit-Hours**

### **Course Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Access what preparation is needed prior to selling;
- Apply appropriate terms and conditions to a contract of sale;
- Apply different questions to different selling situations;
- Apply interview and selection procedures in the context of recruiting salespeople;
- Apply motivation in practice;
- Appreciate how computer software is used in forecasting;
- Appreciate how large organisations manage procurement using a variety of electronic means;
- Appreciate how legal controls affect sales activities;
- Appreciate that future developments in IT will continue to shape these sales functions in the coming decade;
- Appreciate that salesperson selection is a key to ultimate selling success;
- Appreciate the advantages and disadvantages of different sales force organisation structures;
- Appreciate the effects of world-wide sourcing and buying alliances;
- Appreciate the key success factors for key account management;
- Appreciate the nature of different types of overseas representational arrangements;
- Appreciate the reasons for growth in direct marketing activity;
- Appreciate the role that is being played by just-in-time manufacturing in bringing about those changes;



- Appreciate the tasks and skills of key account management;
- Appreciate where the key marketing concepts fits into this process;
- Appreciate why channels are structures in different ways;
- Close a sale;
- Comprehend how the sales budget is derived and its purpose;
- Compute the numbers of salespeople needed for different selling situations;
- Decide whether key account management is suitable in a given situation;
- Demonstrate a working knowledge of many of the world's trading blocks;
- Demonstrate an understanding of the implications of production, sales and marketing orientations;
- Demonstrate their knowledge of how standards of performance are set in order that the sales can be achieved;
- Demonstrate their knowledge of how to deal with buyer's objections;
- Demonstrate their knowledge of how to manage a direct marketing campaign;
- Demonstrate their knowledge of the media used in direct marketing;
- Demonstrate their knowledge of where selling fits into the marketing mix;
- Differentiate between objectives, strategies and tactics;
- Distinguish the various phases of the selling process;
- Establish priorities in relation to customers, travelling time and evolving call patterns;
- Evaluate push and pull promotional strategies and tactics;
- Evaluate sources of sales prospects;
- Evaluate the role of culture in international selling;
- Evaluate the usefulness and application of exhibitions as a promotional medium;
- Exhibit an appreciation of why selling generally has a negative image;
- Exhibit their appreciation of the different motivations of consumer and organisational buyers;
- Exhibit their appreciation of the ethical issues in sales;
- Exhibit their understanding of certain motivation theories in the context of selling;
- Exhibit their understanding of how a range of information technology (IT) developments have altered the selling and sales management functions;
- Exhibit their understanding of how freer world trade is driving companies towards accepting the need for quality in terms of the relationships with their customers and suppliers;

- Exhibit their understanding of how information plays a key role in the evaluation process;
- Exhibit their understanding of how sales force automation (SFA) software is used to support the sales function in many organisations today;
- Exhibit their understanding of how small to medium-sized enterprises (SMEs) can use internet technology to market and sell their products;
- Exhibit their understanding of qualitative forecasting techniques;
- Exhibit their understanding of quantitative forecasting techniques;
- Exhibit their understanding of the art of negotiation;
- Exhibit their understanding of the art of negotiation;
- Exhibit their understanding of the criteria used to select key accounts;
- Exhibit their understanding of the factors to be considered when developing sales territories;
- Exhibit their understanding of the importance of consumer protection in the context of selling;
- Exhibit their understanding of the importance of self-management in selling;
- Exhibit their understanding of the issues in cold canvassing;
- Exhibit their understanding of the meaning and importance of the sales cycle;
- Exhibit their understanding of the meaning of direct marketing;
- Exhibit their understanding of the meaning of sales force evaluation;
- Exhibit their understanding of the nature of database marketing;
- Exhibit their understanding of the part budgets play in the smooth running of an organisation;
- Exhibit their understanding of the sales force evaluation process.
- Exhibit their understanding of the special role and competencies of global account management;
- Exhibit their understanding of what a key account is and the advantages and disadvantages of key account management;
- Exhibit their understanding of what is involved in the presentation and demonstration;
- Exhibit their understanding of what is required to be a successful leader;
- Formulate strategies for approaching consumer and organisational buyers;
- Highlight the unique problems and forces that surround organisational and service sales settings;



- Identify the key components of key account information and planning system;
- Identify the responsibilities of sales management;
- Itemise sales responsibilities;
- Know how information technology can enable customer relationship management (CRM);
- Make voluntary or legal restraints work to the advantage of both the buyer and the seller;
- Narrate key economic terms in relation to international trade;
- Organise suitable sales training programmes and evaluate their usefulness;
- Outline the nature and role of public relations as a selling tool;
- Plan individual sales interviews;
- Recognise the importance of relationship management;
- Recognise the position of sales forecasting in the marketing planning system;
- Recognise the role of selling as a career;
- Recognise the ways in which relationships with key accounts can be built;
- Relate to the ideas put forward by the early quality practitioners;
- See that quality now embraces the organisation as a whole rather than being the sole concern of manufacturing;
- Set qualitative and quantitative measures of performance;
- Set sales targets and quotas;
- Strike a balance between various sales compensation plans;
- Suggest how to organise for international selling;
- Suggest the forces that impact on selling and sales management;
- Take a systematic approach to keeping customer records;
- Understand the advantages and drawbacks of certain tests and procedures related to selection;
- Understand the notion of relationship selling as being the tactical marketing and sales key stemming from the adoption of reverse marketing;
- Understand the notion of reverse marketing and the change it is bringing about in the traditionally accepted roles of the field salesperson.

## Course Contents, Concepts and Issues

### Module 1 Sales and Marketing Management: Sales Perspective

- Development and Role of Selling in Marketing:
  - Characteristics of Modern Selling;
  - Business to Consumer Markets (B2C):
- Types of Consumer Markets:
  - Fast Moving Consumer Goods (FMCG);
  - Semi-Durable Consumer Goods;
  - Durable Consumer Goods.
- Types of Selling;
- Business to Business (B2B);
- The Duties and Responsibilities of a Sales Manager;
- Marketing Segmentation and Targeting;
- The Marketing Mix:
  - Price;
  - Product;
  - Promotion;
  - Place.
- The Product Life-Cycle Curve.
- Sales Strategies:
  - Marketing Analysis or Marketing Audit;
  - The Planning Process;
- The External Audit consists of an Analysis of Broad Macro-Environment Trends:
  - Political;
  - Economic;
  - Socio-Cultural;
  - Technological (PEST).

- Hierarchy of the Marketing Plan;
- Contribution of the Sales Function;
- The Promotional Mix:
  - Advertising;
  - Sales Promotion;
  - Publicity/Public Relations;
  - Personal Selling;
  - Direct Marketing;
  - Interactive/Internet Marketing.
- Stages in the Buying Process.

## **Module 2**

### **Sales and Marketing Management: Sales Environment**

#### **M2 - Part 1: Consumer and Organisational Buyer Behaviour**

- Differences between Consumer and Organisation Buying;
- Consumer Buyer Behaviour:
  - Who is Important in the Buying Decision?;
  - How do they Buy?;
  - What are they Choice Criteria?;
  - Where do they Buy?;
  - What do they Buy?.
- The Organisation Decision-Making Process;
- Who Buys?:
  - Initiator;
  - Influencer;
  - Decider;
  - Buyer;
  - User.
- Influences on Organisational Purchasing Behaviour;
- Factors Affecting the Consumer Decision-Making Process:



- The Buying Situation;
  - Personal Influences;
  - Social Influences.
- The Product Type:
- Materials;
  - Components;
  - Plant and Equipment;
  - Products and Services for Maintenance, Repair and Operation (MROs).
- Developments in Purchasing Practice:
- Just-in-Time Purchasing (JIT);
  - Centralised Purchasing;
  - Systems Purchasing;
  - Reverse Marketing;
  - Leasing.

## M2 - Part 2: Sales Settings

- Behavioural Forces:
- Rising Consumer and Organisational Buyer Expectations;
  - Customer Avoidance of Buyer-Seller Negotiations;
  - Expanding Power of Major Buyers;
  - Globalisation of Markets;
  - Fragmentation of Markets.
- Managerial Forces:
- Employing Direct Marketing Techniques;
  - Improving Co-operation between Sales and Marketing;
  - Encouraging Sales People to Attend Training Programmes and Acquire Professional Qualifications.
- Characteristics of Sales Channels:
- Direct;
  - Selective;
  - Intensive;
  - Exclusive.

- Types of Production:
  - Job (or unit or project) Production;
  - Batch Production;
  - Flow (or mass or line) Production;
  - Process (or continuous) Production.
- Public Relations (PR);
- Effective Public Relations.

## M2 - Part 3: International Selling

- International Selling at Company Level;
- Organisation for International Selling:
  - Multinational Marketing;
  - International Marketing;
  - Exporting.
- Direct Methods of Overseas Selling:
  - Subsidiary Companies;
  - Joint Ventures;
  - Direct Selling.

## M2 - Part 4: Law and Ethical Issues

- False Descriptions;
- Ethical Issues:
  - Bribery;
  - Deception;
  - The Hard Sell;
  - Reciprocal Buying.

## Module 3

### Sales and Marketing Management: Sales Techniques

#### M3 - Part 1: Sales Responsibilities and Preparations

- Sales Responsibilities:
  - Prospecting;
  - Database and Knowledge Management;
  - Self-Management;
  - Handling Complaints;
  - Providing Service;
  - Relationship Management.
- Sales Presentation Planning;
- Key Responsibilities of Sales People;
- Preparations for Sales Negotiations:
  - Assessment of the Balance Power;
  - Determination of Negotiating Objectives;
  - Concession Analysis;
  - Proposal Analysis.

#### M3 - Part 2: Personal Selling Skills

- The Personal Selling Process;
- Dealing with Objections;
- The Level of Buyer's Purchase Intentions throughout a Sales Presentation;
- Closing the Sale.



### **M3 - Part 3: Key Account Management**

- What is Key Account Management?;
- Traditional (Bow-Tie) Buyer-Seller Relationship;
- Key Account (Diamond) Based Relationship;
- Key Account Relational Development Model;
- Advantages of Key Account Management to Sellers:
  - Close Working Relationship with the Customer;
  - Better Follow-up on Sales and Service;
  - More in-depth Penetration of the DMU;
  - Higher Sales;
  - The Provision of an Opportunity for Advancement for Career Salespeople;
  - Lower Costs;
  - Co-operation;
  - Integrated Systems.
- Disadvantage and Dangers of Key Account Management to Sellers;
- Advantages of Key Account Management to Customers:
  - Improved Service;
  - Improved Communication and Co-ordination;
  - Improved Terms;
  - Avoidance of Switching Costs;
  - Customised Offerings;
  - Integrated Systems;
  - Co-operation on Research and Development.
- Key Account Planning System;
- Potential Dangers for Customers.

### M3 - Part 4: Relationship Selling

- Internal to External Focus of Total Quality Perspective;
- Marketing Information System.

### M3 - Part 5: Direct Marketing

- What is Direct Marketing?;
- Methods of Direct Marketing:
  - Direct Mail;
  - Telemarketing;
  - Direct Responsive Advertising;
  - Electronic Media;
  - Catalogue Marketing;
  - Inserts;
  - Door-to-Door Leafleting;
  - Text Messaging.
- Database Marketing;
- Typical Information Stored on a Database:
  - Information on Actual Potential Customers;
  - Transactional Information;
  - Promotional Information;
  - Product Information;
  - Geodemographic Information.
- Setting Campaign Objectives:
  - Financial;
  - Communications;
  - Marketing.
- Creative Decisions:
  - Communication Objectives;
  - Target Market Analysis;

- Brand Benefits and Weaknesses;
  - Development of the Offer;
  - Message Communication;
  - Action Plan.
- Campaign Execution and Evaluation.

### **M3 - Part 6: Internet and IT Applications in Selling and Sales Management**

- Four Levels of E-Commerce:
- Integrate;
  - Transact;
  - Interact;
  - Publish.

## **Module 4 Sales and Marketing Management: Sales Management**

### **M4 - Part 1: Recruitment and Selection**

- The Importance of Selection;
- Preparation of the Job Description and Specification:
- The Title of the Job;
  - Duties and Responsibilities;
  - To Whom They will Report;
  - Technical Requirements;
  - Location and Geographical Area to be Covered;
  - Degree of Autonomy.
- Stages in the Recruitment and Selection Process;
- Identification of Sources of Recruitment and Methods of Communication:
- Main Sources of Recruitment.
- Designing an Effective Application Form and Preparing a Shortlist.



## M4 - Part 2: Motivation and Training

- Hertzberg:
  - Physical Working Conditions;
  - Security;
  - Salary;
  - Interpersonal Relationships.
- Vroom's Expectancy Theory:
  - Expectancy;
  - Instrumentality;
  - Valence.
- Adam's Inequity Theory:
  - Monetary Rewards;
  - Workload;
  - Promotion;
  - Degree of Recognition;
  - Supervisory Behaviour;
  - Targets;
  - Tasks.
- Leadership;
- Training Programme:
  - Components of Training Programme.
- Criteria Used to Evaluate Training Courses.

## M4 - Part 3: Organisation and Control

- Sales Territory;
- Compensation and Sales Volume.

## M4 - Part 4: Sales Forecasting and Budgeting

- Marketing Forecasting:
  - Short-term Forecasts;
  - Medium-term Forecasts;
  - Long-term Forecasts.
- Diffusion Models;
- The Budgetary Process.

## M4 - Part 5: Sales Force Evaluation

- Sales Force Evaluation Process;
- The Central Role of Evaluation in Sales Management:
  - Attainment and Setting of Objectives;
  - Compensation;
  - Training;
  - Motivation.

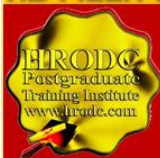
## Postgraduate Diploma, Postgraduate Certificate, and Diploma – Postgraduate - Short Course Regulation

## Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate: Their Distinction, Credit Value and Award Title

Postgraduate Short Courses of a minimum of five days' duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading to Awards bearing their title prefixes. While we refer to our short studies, of 5 days to five weeks, as 'Courses', those with duration of 6 weeks and more are labelled 'Programmes'. Nevertheless, in line with popular usage, we often refer to all study durations as 'Courses'. Another mark of distinction, in this regard, is that participants

[Sales and Marketing Management Postgraduate Short Course - Page 19 of 28](#)

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc.  
Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.;  
M. RG. C.

in a short course are referred to as 'Delegates', as opposed to the term 'Students', which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These short courses accumulate to Postgraduate Certificate, with a total of 180 Credit-Hours (= 6 X 5-Day Courses or 3 X 10-Day Courses), or Postgraduate Diploma, with a total of 360 Credit-Hours (= 12 X 5-Day Courses or 6 X 10-Day Courses).

Delegates studying courses of 5-7 days' duration, equivalent to 30-42 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.

### **Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate Assessment Requirement**

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, Postgraduate Certificate, or Postgraduate Diploma, as appropriate.


In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.





## Diploma – Postgraduate, Postgraduate Certificate, and Postgraduate Diploma

### Application Requirements

Applicants for Diploma – Postgraduate – Postgraduate Certificate, and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.

### Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

## Modes of Study and Duration of Postgraduate Certificate and Postgraduate Diploma Programmes

There are two delivery formats for Postgraduate Certificate and Postgraduate Diploma Programmes, as follows:

1. Intensive Full-time (Classroom-Based) Mode, lasting 3 months for Postgraduate Diploma, and 6 weeks for Postgraduate Certificate. These durations are based on six hours' lecturer-contact per day, five days (30 hours) per week, for Postgraduate Diploma;
2. Video-Enhanced On-Line Mode. This interactive online mode lasts twenty (20) weeks, for Postgraduate Diploma, and ten (10) weeks for Postgraduate Certificate. Our calculation is based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

## Introducing Our Video-Enhanced Online Study Mode

In a move away from the traditional online courses and embracing recent developments in technology-mediated distance education, HRODC Postgraduate Training Institute has introduced a Video-Enhanced Online delivery. This Online mode of delivery is revolutionary and, at the time of writing, unique to HRODC Postgraduate Training Institute.

You are taught as individuals, on a one-to-one or one-to-small-group basis. You see the tutor face to-face, for the duration of your course. You will interact with the tutor, ask and address questions; sit examinations in the presence of the tutor. It is as real as any face-to-face lecture and seminar can be. Choose from a wide range of Diploma – Postgraduate Courses and an increasing number of Specialist Postgraduate Certificate and Postgraduate Diploma Programmes. You might also accumulate Postgraduate Short Courses, via this mode of study, over a 6-year period, towards a Postgraduate Certificate or Postgraduate Diploma.

## Key Features of Our Online Study: Video-Enhanced Online Mode

- The tutor meets the group and presents the course, via Video, in a similar way to its classroom-based counterpart;
- All participants are able to see, and interact with, each other, and with the tutor;
- They watch and discuss the various video cases and demonstrations that form an integral part of our delivery methodology;
- Their assessment is structured in the same way as it is done in a classroom setting;
- The Video-Enhanced Online mode of training usually starts on the 1<sup>st</sup> of each month, with the cut-off date being the 20<sup>th</sup> of each month, for inclusion the following month;
- Its duration is twice as long as its classroom-based counterpart. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, adhering to the Institute's required 30 Credit-Hours;
- The cost of the Video-Enhanced Online mode is 67% of similar classroom-based courses;
- For example, a 5-day classroom-based course, which costs Five Thousand Pounds, is only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

## 10-Week Video-Enhanced Online Postgraduate Certificate and 20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Certificate or Online Postgraduate Diploma, in 10 and 20 weeks, respectively, in the comfort of your office or homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 180 Credit-Hours and 360 Credit-Hours, in line with our regulation, through 'Direct-Lecturer-Contact', within the stipulated timeframe. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.

## Cumulative Postgraduate Certificate and Postgraduate Diploma Courses

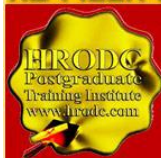
All short courses can accumulate to the required number of Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, over a six-year period from first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least one or two credits be attempted each year. This will ensure that the required 180 Credit-Hours and 360 Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, respectively, are achieved, within the designated period. These Credit-Values, awards and their accumulation are exemplified below.

<b>Examples of Postgraduate Course Credits: Their Value, Award Prefix &amp; Suffix – Based on 5-Day Multiples</b>		
<b>Credit Value</b>	<b>Credit Hours</b>	<b>Award Title Prefix (&amp; Suffix)</b>
<b>Single-Credit</b>	<b>30-54</b>	<b>Diploma - Postgraduate</b>
<b>Double-Credit</b>	<b>60-84</b>	<b>Diploma – Postgraduate (Double-Credit)</b>
<b>Triple-Credit</b>	<b>90-114</b>	<b>Diploma – Postgraduate (Triple-Credit)</b>
<b>Quad-Credit</b>	<b>120-144</b>	<b>Diploma – Postgraduate (Quad-Credit)</b>
<b>5-Credit</b>	<b>150-174</b>	<b>Diploma – Postgraduate (5-Credit)</b>
<b>6-Credit</b>	<b>180-204</b>	<b>Postgraduate Certificate</b>
<b>7-Credit</b>	<b>210-234</b>	<b>Postgraduate Certificate (+ 1 Credit)</b>
<b>8-Credit</b>	<b>240-264</b>	<b>Postgraduate Certificate (+2 Credits)</b>

**HRODC Postgraduate Training Institute**  
 HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



<b>Examples of Postgraduate Course Credits: Their Value, Award Prefix &amp; Suffix – Based on 5-Day Multiples</b>		
<b>Credit Value</b>	<b>Credit Hours</b>	<b>Award Title Prefix (&amp; Suffix)</b>
<b>9-Credit</b>	<b>270-294</b>	<b>Postgraduate Certificate (+3 Credits)</b>
<b>10-Credit</b>	<b>300-324</b>	<b>Postgraduate Certificate (+ 4 Credits)</b>
<b>11-Credit</b>	<b>330-354</b>	<b>Postgraduate Certificate (+5 Credits)</b>
<b>12-Credit</b>	<b>360</b>	<b>Postgraduate Diploma</b>
<b>360 Credit-Hours = Postgraduate Diploma</b>		
<b>12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma</b>		
<b>10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma</b>		

**Exemplification of Accumulated Postgraduate Certificate and Postgraduate Diploma Award Titles**


All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies at least seventy percent (70%) of his or her courses in a specialist grouping. These are exemplified below:

- 1. Postgraduate Diploma in Accounting and Finance;**
- 2. Postgraduate Certificate in Accounting and Finance;**
- 3. Postgraduate Certificate in Aviation Management;**
- 4. Postgraduate Diploma in Aviation Management;**
- 5. Postgraduate Certificate in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
- 6. Postgraduate Diploma in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
- 7. Postgraduate Certificate in Business Communication;**
- 8. Postgraduate Diploma in Business Communication;**

**HRODC Postgraduate Training Institute**  
 HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



9. **Postgraduate Certificate in Corporate Governance;**
10. **Postgraduate Diploma in Corporate Governance;**
11. **Postgraduate Certificate in Costing and Budgeting;**
12. **Postgraduate Diploma in Costing and Budgeting;**
13. **Postgraduate Certificate in Client or Customer Relations;**
14. **Postgraduate Diploma in Client or Customer Relations;**
15. **Postgraduate Certificate in Engineering and Technical Skills;**
16. **Postgraduate Diploma in Engineering and Technical Skills;**
17. **Postgraduate Certificate in Events Management;**
18. **Postgraduate Diploma in Events Management;**
19. **Postgraduate Certificate in Health and Safety Management;**
20. **Postgraduate Diploma in Health and Safety Management;**
21. **Postgraduate Certificate in Health Care Management;**
22. **Postgraduate Diploma in Health Care Management;**
23. **Postgraduate Certificate in Human Resource Development;**
24. **Postgraduate Diploma in Human Resource Development;**
25. **Postgraduate Certificate in Human Resource Management;**
26. **Postgraduate Diploma in Human Resource Management;**
27. **Postgraduate Certificate in Information and Communications Technology (ICT);**
28. **Postgraduate Diploma in Information and Communications Technology (ICT);**
29. **Postgraduate Certificate in Leadership Skills;**
30. **Postgraduate Diploma in Leadership Skills;**
31. **Postgraduate Certificate in Law – International and National;**
32. **Postgraduate Diploma in Law – International and National;**
33. **Postgraduate Certificate in Logistics and Supply Chain Management;**
34. **Postgraduate Diploma in Logistics and Supply Chain Management;**
35. **Postgraduate Certificate in Management Skills;**
36. **Postgraduate Diploma in Management Skills;**


- 37. Postgraduate Certificate in Maritime Studies;**
- 38. Postgraduate Diploma in Maritime Studies;**
- 39. Postgraduate Certificate in Oil and Gas Operation;**
- 40. Postgraduate Diploma in Oil and Gas Operation;**
- 41. Postgraduate Certificate in Oil and Gas Accounting;**
- 42. Postgraduate Diploma in Oil and Gas Accounting;**
- 43. Postgraduate Certificate in Politics and Economic Development;**
- 44. Postgraduate Diploma in Politics and Economic Development;**
- 45. Postgraduate Certificate in Procurement Management;**
- 46. Postgraduate Diploma in Procurement Management;**
- 47. Postgraduate Certificate in Project Management;**
- 48. Postgraduate Diploma in Project Management;**
- 49. Postgraduate Certificate in Public Administration;**
- 50. Postgraduate Diploma in Public Administration;**
- 51. Postgraduate Certificate in Quality Management;**
- 52. Postgraduate Diploma in Quality Management;**
- 53. Postgraduate Certificate in Real Estate Management;**
- 54. Postgraduate Diploma in Real Estate Management;**
- 55. Postgraduate Certificate in Research Methods;**
- 56. Postgraduate Diploma in Research Methods;**
- 57. Postgraduate Certificate in Risk Management;**
- 58. Postgraduate Diploma in Risk Management;**
- 59. Postgraduate Certificate in Sales and Marketing;**
- 60. Postgraduate Diploma in Sales and Marketing;**
- 61. Postgraduate Certificate in Travel, Tourism and International Relations;**
- 62. Postgraduate Diploma in Travel, Tourism and International Relations.**

The actual courses studied will be detailed in a student or delegate's Transcript.

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK

**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



## **Service Contract, incorporating Terms and Conditions**

[Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extinuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. Ronald B. Crawford**  
**Director**  
**HRODC Postgraduate Training Institute**