

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



272

Sales and Marketing Management

Course or Seminar

Leading To:

**DIPLOMA - POSTGRADUATE IN
Sales and Marketing Management
(Quad Credit)**

Accumulating to

POSTGRADUATE DIPLOMA

A Division of HRODC Ltd. UK Reg. No. 6088763. V.A.T. Reg. No. 8958 765 38

Prof. Dr. R.E. Crawford - Director HRODC Postgraduate Training Institute

PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MSCOS, M19GS, Visiting Prof. P.U.P.

Registered with the UK Register of Learning Providers (UKRLP), Department for Business, Innovation and Skills (BIS), formerly Department of Innovation, Universities and Skills (DIUS).



UKRLP Registration No. 10019585
UKRLP Verification: <http://www.ukrlp.co.uk>
Postgraduate Full-Time and Short Courses
London, UK & International Locations

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HRODC Postgraduate Training Institute - UKRLP Registration



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Its Registration Number is 10019585
and can be verified at <http://www.ukrlp.co.uk/>



HRODC Postgraduate Training Institute is a Division of Human Resource and Organisational Development Consultancy (HRODC) Limited.
It is Registered in England UK, with Registration #6088763
and V.A.T. Registration No. 895876538

Course Coordinator:

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

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. 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);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;

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- Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- 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);
 - Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
 - Member of ResearchGate Community;
 - Member of Convocation, University of London;
 - Professor HRODC Postgraduate Training Institute.

Prof. Crawford was an Academic at:

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

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;
- Anyone who wish to upgrade their skills to function effectively in the sales and marketing environment.

Duration: 20 Days

Cost: £20,000.00 Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

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

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

- HRODC Postgraduate Training Institute's **Leather Conference Folder**;
- HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
- HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
- HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
- HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;

- HRODC Postgraduate Training Institute's **Metal Pen**;
- HRODC Postgraduate Training Institute's **Polo Shirt**.

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

Location: Central London and International Locations

Sales and Marketing Management Leading to Diploma – Postgraduate – in Sales and Marketing Management (Quad Credit)

Course Objectives

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

- Understand the implications of production, sales and marketing orientations;
- Appreciate why selling generally has a negative image;
- Know where selling fits into the marketing mix;
- Identify the responsibilities of sales management;
- Recognise the role of selling as a career;
- Understand and appreciate the differences between sales and marketing strategies;
- Appreciate where the key marketing concepts fits into this process;
- Differentiate between objectives, strategies and tactics;
- Understand the different motivations of consumer and organisational buyers;
- Formulate strategies for approaching consumer and organisational buyers;
- Recognise the importance of relationship management;
- Understand the forces that impact on selling and sales management;
- Appreciate why channels are structures in different ways;
- Evaluate push and pull promotional strategies and tactics;
- Understand the unique problems and forces that surround organisational and service sales settings;
- Evaluate the usefulness and application of exhibitions as a promotional medium;

- Understand the nature and role of public relations as a selling tool;
- Understand key economic terms in relation to international trade;
- Appreciate the nature of different types of overseas representational arrangements;
- Have a working knowledge of many of the world's trading blocks;
- Evaluate the role of culture in international selling;
- Know how to organise for international selling;
- Appreciate the effects of world-wide sourcing and buying alliances;
- Understand the importance of consumer protection in the context of selling;
- Apply appropriate terms and conditions to a contract of sale;
- Appreciate how legal controls affect sales activities;
- Make voluntary or legal restraints work to the advantage of both the buyer and the seller;
- Appreciate ethical issues in sales;
- Itemise sales responsibilities;
- Evaluate sources of sales prospects;
- Understand the meaning and importance of the sales cycle;
- Take a systematic approach to keeping customer records;
- Understand the importance of self-management in selling;
- Access what preparation is needed prior to selling;
- Understand the issues in cold canvassing;
- Understand the art of negotiation;
- Plan individual sales interviews;
- Distinguish the various phases of the selling process;
- Apply different questions to different selling situations;
- Understand what is involved in the presentation and demonstration;
- Know how to deal with buyer's objections;
- Understand and apply the art of negotiation;
- Close a sale;
- Understand what a key account is and the advantages and disadvantages of key account management;
- Decide whether key account management is suitable in a given situation;
- Understand the criteria used to select key accounts;

- Appreciate the tasks and skills of key account management;
- Understand the special role and competencies of global account management;
- Recognise the ways in which relationships with key accounts can be built;
- Identify the key components of key account information and planning system;
- Appreciate the key success factors for key account management;
- 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;
- Understand how freer world trade is driving companies towards accepting the need for quality in terms of the relationships with their customers and suppliers;
- Appreciate the role that is being played by just-in-time manufacturing in bringing about those changes;
- Understand the notion of reverse marketing and the change it is bringing about in the traditionally accepted roles of the field salesperson;
- Understand the notion of relationship selling as being the tactical marketing and sales key stemming from the adoption of reverse marketing;
- Understand the meaning of direct marketing;
- Appreciate the reasons for growth in direct marketing activity;
- Understand the nature of database marketing;
- Know how to manage a direct marketing campaign;
- Know the media used in direct marketing;
- Understand how a range of information technology (IT) developments have altered the selling and sales management functions;
- Appreciate that future developments in IT will continue to shape these sales functions in the coming decade;
- Appreciate how large organisations manage procurement using a variety of electronic means;
- Understand how small to medium-sized enterprises (SMEs) can use internet technology to market and sell their products;
- Know how information technology can enable customer relationship management (CRM);

- Understand how sales force automation (SFA) software is used to support the sales function in many organisations today;
- Appreciate that salesperson selection is a key to ultimate selling success;
- Apply interview and selection procedures in the context of recruiting salespeople;
- Understand the advantages and drawbacks of certain tests and procedures related to selection;
- Understand certain motivation theories in the context of selling;
- Apply motivation in practice;
- Set sales targets and quotas;
- Understand what is required to be a successful leader;
- Organise suitable sales training programmes and evaluate their usefulness;
- Appreciate the advantages and disadvantages of different sales force organisation structures;
- Compute the numbers of salespeople needed for different selling situations;
- Understand the factors to be considered when developing sales territories;
- Strike a balance between various sales compensation plans;
- Establish priorities in relation to customers, travelling time and evolving call patterns;
- Recognise the position of sales forecasting in the marketing planning system;
- Understand qualitative forecasting techniques;
- Understand quantitative forecasting techniques;
- Appreciate how computer software is used in forecasting;
- Understand the part budgets play in the smooth running of an organisation;
- Comprehend how the sales budget is derived and its purpose;
- Understand the meaning of sales force evaluation;
- Understand the sales force evaluation process.
- Know how standards of performance are set in order that the sales can be achieved;
- Understand how information plays a key role in the evaluation process; and
- Set qualitative and quantitative measures of performance.

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):
 - ✚ Different 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.

Diploma – Postgraduate Short Course, and Postgraduate Diploma Programme, Regulation

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 Diploma. A Postgraduate Diploma represents a Programme of Study, leading to an Award bearing that title prefix. We, therefore, refer to our short-studies as 'Courses', while the 'longer-studies', are regarded as Programmes. However, both study-durations are often referred to as 'Courses'. Another mark of distinction, in this regard, is that participants 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 credits, therefore, accumulate to a Postgraduate Diploma. As is explained, later, in this document, a Postgraduate Diploma is awarded to students and delegates who have achieved the minimum of 360 Credit Hours, within the required level of attainment.

Delegates studying courses of 5-9 days' duration, equivalent to 30-54 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 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, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Award of 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 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.

Diploma – Postgraduate and Postgraduate Diploma Application Requirements

Applicants for Diploma – Postgraduate – 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 for Postgraduate Diploma Courses

There are three delivery formats for Postgraduate Diploma Courses, as follows:

1. Intensive Full-time (Classroom-Based) Mode (3 months). This duration is based on six hours' lecturer-contact per day, five days (30 hours) per week;
2. Full-time (Classroom-Based) Mode (6 month). This duration is based on two and a half days' lecturer-contact, equivalent to fifteen hours, per week;
3. Video-Enhanced On-Line Mode. This mode is achieved in twenty (20) weeks, 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, is 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 approximately 60 Specialist Postgraduate Diploma Programmes. Accumulate short courses, over a 6-year period, towards a 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 1st of each month, with the cut-off date being the 20th 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 the classroom-based course;
- 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.

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20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Diploma Course, in 20 weeks, in the comfort of your homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 360 hours 'Direct-Lecturer-Contact', as is required by our Institute's Regulation, within the stipulated 20 weeks. We aim to fit the tuition around your work and leisure, thereby enhancing your effective 'Life-Style Balance', at times convenient to you and your appointed tutor.

Cumulative Postgraduate Diploma Courses

All short courses can accumulate to the required number of hours, for the Postgraduate Diploma, over a six-year period from the 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 two credits be attempted per year. This will ensure that the required number of credit hours for the Postgraduate diploma is achieved within the six-year time frame.

Examples of Postgraduate Course Credits: Their Value, Award Prefix & Suffix – Based on 5-Day Multiples		
Credit Value	Credit Hours	Award Title Prefix (& Suffix)
Single-Credit	30-54	Diploma - Postgraduate
Double-Credit	60-84	Diploma – Postgraduate (Double-Credit)
Triple-Credit	90-114	Diploma – Postgraduate (Triple-Credit)
Quad-Credit	120-144	Diploma – Postgraduate (Quad-Credit)
5-Credit	150-174	Diploma – Postgraduate (5-Credit)
6-Credit	180-204	Diploma – Postgraduate (6-Credit)
7-Credit	210-234	Diploma – Postgraduate (7-Credit)
8-Credit	240-264	Diploma – Postgraduate (8-Credit)
9-Credit	270-294	Diploma – Postgraduate (9-Credit)
10-Credit	300-324	Diploma – Postgraduate (10-Credit)
11-Credit	330-354	Diploma – Postgraduate (11-Credit)
12-Credit	360	Postgraduate Diploma
360 Credit-Hours = Postgraduate Diploma		
12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma		
10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma		

Accumulated Postgraduate Diploma Award Titles

All Specialist 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 Diploma in Aviation Management;**

3. Postgraduate Diploma in Business Communication;
4. Postgraduate Diploma in Corporate Governance;
5. Postgraduate Diploma in Costing and Budgeting;
6. Postgraduate Diploma in Client or Customer Relations;
7. Postgraduate Diploma in Engineering and Technical Skills;
8. Postgraduate Diploma in Events Management;
9. Postgraduate Diploma in Health and Safety Management;
10. Postgraduate Diploma in Health Care Management;
11. Postgraduate Diploma in Human Resource Development;
12. Postgraduate Diploma in Human Resource Management;
13. Postgraduate Diploma in Information and Communications Technology (ICT);
14. Postgraduate Diploma in Leadership Skills;
15. Postgraduate Diploma in Law – International and National;
16. Postgraduate Diploma in Logistics and Supply Chain Management;
17. Postgraduate Diploma in Management Skills;
18. Postgraduate Diploma in Maritime Studies;
19. Postgraduate Diploma in Oil and Gas Operation;
20. Postgraduate Diploma in Oil and Gas Accounting;
21. Postgraduate Diploma in Politics and Economic Development;
22. Postgraduate Diploma in Procurement Management;
23. Postgraduate Diploma in Project Management;
24. Postgraduate Diploma in Public Administration;
25. Postgraduate Diploma in Quality Management;
26. Postgraduate Diploma in Real Estate Management;
27. Postgraduate Diploma in Research Methods;
28. Postgraduate Diploma in Risk Management;
29. Postgraduate Diploma in Sales and Marketing;
30. Postgraduate Diploma in Travel, Tourism and International Relations.

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

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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