

**Marketing and Sales Code: 946 487**  
**Module 4 Duration: 105 hours**

**Information Phase: Market Research, and the Marketing and Sales Plan**

- Learning about the information contained in market research.
- Learning about the components of a marketing plan.
- Learning about various media and promotional tools.
- Learning about the modes and steps in the sales process.

**Participation Phase: Consideration of the Impact of the Market Research and the Marketing and Sales Plan on the Business Plan**

- Discussing with the teacher-entrepreneur the methodology for their market research.
- Identifying the media and the promotional tools to use in their communication plan.
- Understanding the importance of developing a marketing and sales plan.
- Comparing various sales approaches.

**Synthesis Phase: Application of Techniques for Conducting Market Research and Designing a Marketing and Sales Plan**

- Conducting market research.
- Identifying the information contained in a marketing and sales plan.
- Identifying the marketing strategies most relevant to their objectives.
- Planning their sales strategy.
- Estimating the budget needed for their marketing and sales plan.