

## HOW TO APPLY

The following are required on submission of each completed Application Form:

- The original and a copy of CXC / GCE O'Level and CAPE / GCE A-Level certificates.
- Non-refundable application fee of \$120.00 (Linx, manager's cheque or credit card only, no cash or personal cheques).
- One (1) Passport-sized Photograph.
- The original and a copy of the following forms of National Identification: Birth Certificate and National ID Card or Passport.
- The original and a copy of your Marriage Certificate/ Affidavit. (This is applicable if the name on the certificate is different from the name on the application form.)

Applicants wishing to apply for exemptions must do so at the time of application. Exemptions will only be considered when supported by original copies of Transcripts.

Applications must be sent to:

**The Manager, Registry Services**

UWI School of Business and Applied Studies Limited  
(UWI-ROYTEC)

#136-138 Henry Street, Port-of-Spain.

**PLEASE NOTE:** Applicants who have lost or misplaced their original Certificates / Transcripts are required to request a Letter / Certified Duplicate Copy from the Ministry of Education or awarding institution.

Please visit our website to access the online application option.



UWI SCHOOL OF BUSINESS AND  
APPLIED STUDIES LIMITED  
trading as

**ROYTEC**

### VISION

To be the tertiary institution of choice, that meets national and international standards of quality through its distinction and leadership in the areas of business, education and technology studies, para-professional programmes and corporate training.

### MISSION

To position the institution as the preferred provider of applied studies in Trinidad and Tobago and to enhance corporate competitiveness by producing a work ready graduate who is a highly skilled and competent practitioner, a critical thinker, an innovator, an entrepreneur, and a socially engaged individual.

### CORE VALUES

- Excellence
- People-Centeredness
- Integrity
- Equity
- Quality
- Engagement
- Innovation
- Life Long Learning

**NORTH CAMPUS**

136-138 Henry Street,  
Port of Spain, Trinidad, WI  
Tel: (868) 225-1299  
Fax: (868) 623-7338

**SOUTH CAMPUS**

Naparima College, Lute Drive,  
San Fernando, Trinidad, WI  
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[www.roytec.edu](http://www.roytec.edu)

[marketing@roytec.edu](mailto:marketing@roytec.edu)



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**ROYTEC**



**DIPLOMA IN  
MARKETING  
AND SALES  
MANAGEMENT**



## PROGRAMME OBJECTIVES

The Diploma in Marketing and Sales Management will expose marketing staff to fundamental theories which will help them to analyse the context, nature, and processes in marketing and sales operations. The programme relates to the emergence of new groups of buyers, the role of the Internet and e-Commerce, the impact of technology on product development, the role of relationship marketing, buyer behaviour, and the influence of globalisation and branding. The programme also demonstrates the application of good sales management as a way to increase revenue and profit margins and gives participants exposure to the latest tools and techniques of effective marketing planning.

## OVERALL AIMS

- To expose participants to the fundamental marketing theories and theoretical perspectives.
- To analyse the context, nature and process in marketing and sales and its relevance to the emergence of new groups of buyers, the role of the Internet and e-commerce, the impact of technology on product development, the role of relationship marketing, buyer behaviour, and the influence of globalisation and branding.
- To demonstrate the application of good sales management as a way to increase revenue and margins, market share, cash flow, return on investment and net present value.
- To provide an understanding of the development and application of market strategy formulation, planning, implementation and control in Distribution Channels.
- To demonstrate the role of advertising in the marketing mix and a basic framework for taking products to consumers.
- To develop skills in writing a strategic marketing plan by focusing on analysis of environmental and market factors.

## PROGRAMME STRUCTURE

The programme is conducted over three (3) academic terms or one (1) academic year. Classes meet for one – three (3) hour session per week for twelve (12) weeks for each course.

This programme of study allows graduates to carry forward six (6) academic credits toward the UWI-ROYTEC Associate of Science Degree in Management (ADM), leading to the Bachelor of Business Administration (BBA) from the University of New Brunswick, Canada.

## COURSES COVERED

- MARKETING (TERM 1)
- FUNDAMENTALS OF MANAGEMENT (TERM 1)
- MANAGING DISTRIBUTION CHANNELS (TERM 2)
- INTRODUCTION TO MARKETING RESEARCH AND STATISTICS (TERM 2)
- STRATEGIC MARKETING PLANNING (TERM 3)
- FUNDAMENTALS OF INTERNATIONAL MARKETING (TERM 3)
- PRACTICUM (TERMS 3)

All Courses are compulsory.  
There are no elective courses.

## ENTRY REQUIREMENTS

A minimum of five CXC passes, (General Proficiency) Grades I and II (Grade III accepted from June 1998 onwards) or five GCE 'O' Level passes, Grades A, B and C (or equivalent) including English Language and Mathematics.

Applicants may also be considered on the basis of their work experience, training and educational background as deemed relevant by UWI-ROYTEC to be the equivalent of the above for the purpose of study and may be subject to an interview.

