



## Oil and Gas Sales and Marketing

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

[www.iped-uk.com](http://www.iped-uk.com)

### UNIT SPECIFICATION



Designed in England,  
United Kingdom

## Unit Title

Oil and Gas Sales and Marketing

## Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning  
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

>>>

**This module covers:**

1. Natural Gas
  - Natural gas use and markets
  - Gas consuming markets and countries
  - Prices, trading and markets
  - Gas pricing fundamentals
  
2. Liquefied Natural Gas (LNG)
  - Integrated LNG projects
  - LNG business structures for production and transportation
  - LNG contracting
  - Markets and pricing for LNG
  
3. Crude Oil Market
  - Demand for oil
  - Supply of oil
  - Oil transportation costs
  - Crude oil prices and transacting
  
4. Petroleum Product Sales and Marketing
  - Sales and marketing of:
    - > Motor fuel
    - > Aviation fuel
    - > Lubricants

> Heating and power generation fuel oils

> Asphalt and propane

#### 5. Petrochemicals

- Key petrochemicals and their production
- Marketing and distribution of petrochemicals
- Commodity and speciality chemicals
- Industry profitability

>>>

## Recommended learning resources

<b>Indicative reading</b>	<p>The Economics of Oil; A Primer including Geology, Energy, Economics and Politics by S.W. Carmalt. ISBN: 978-3-319-47817-3</p> <ul style="list-style-type: none"><li>• For a full list of textbooks and publications relevant to this unit, please contact IPED - UK.</li></ul>
<b>Study manual</b>	<ul style="list-style-type: none"><li>• A comprehensive IPED study material is available to aid in learning and research of this unit.</li><li>• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.</li></ul>