

Title Methods of promotion, negotiation and sales techniques in se	Code 1011102331011140565
Field Management	Year / Semester 2 / 3
Specialty Production and Operations Management	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 3
	Language polish

Lecturer:

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Status of the course in the study program:

Elective, 2 year/3 semester

Assumptions and objectives of the course:

Acquiring knowledge and skills in the identification and application of methods and techniques of promotion, methods and techniques of negotiation and sales methods and techniques in service enterprises

Contents of the course (course description):

The process of communication in services marketing. The objectives of promotional activities. Promotional tools (direct sales in services). Creative strategy. Media strategy. Stages of the promotional campaign. Models of advertising. Negotiations as a way of solving the problem. The negotiation phase. Style negotiations. The principles of good communication. direct sales functions. The process of buying services. Elements of the behavior of buyers

Introductory courses and the required pre-knowledge:

Knowledge from the basics of marketing

Courses form and teaching methods:

Lecture supported by audiovisual means and exercises

Form and terms of complete the course - requirements and assessment methods:

The final test; lectures pass based on performed case studies

Basic Bibliography:

Additional Bibliography: