

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Promotion and Negotiation Methods & Sales Techniques		Code 1011105331011140761
Field of study Management - Part-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Enterprise Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 20 Classes: - Laboratory: - Project/seminars: -		No. of credits 4
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art social sciences Economics		ECTS distribution (number and %) 4 100% 4 100%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has basic knowledge from marketing.
2	Skills	Students can interpret and describe the factors affecting the market mechanism of the enterprise
3	Social competencies	The student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
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.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has knowledge about the significance and interrelationship of promotion, negotiation and sales techniques. - [K2A_W01]		
2. The student has knowledge of organizational relationships and the needs of organizational units of the enterprise in the range of promotion, negotiation and sales techniques - [K2A_W02]		
3. The student knows and understands the ways of functioning of the techniques and tools related to the methods of promotion, negotiation and sales techniques. - [K2A_W08]		
4. The student has knowledge of the communication process, the stages of negotiation and sales techniques used in service companies. - [K2A_W018]		
Skills:		
1. The student is able to plan the communication process within the promotional activities. - [K2A_U01]		
2. The student is able to design a course of promotional activities with particular emphasis on creative and media strategies. - [K2A_U02]		
3. The student is able to use negotiation techniques as a means of solving problems - [K2A_U07]		
4. The student can plan a course of direct sales - [K2A_U07]		
5. The student can use the elements of behavior of buyers in direct sales - [K2A_U08]		
Social competencies:		

1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of in the area of ??promotion, negotiation and sales techniques. - [K2A_K01]
2. The student is aware of the significance of the decision in the area of ??communication and its impact on the behavior of buyers - [K2A_K02]
3. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A_K03]
4. Students can use modern information and communication technologies in professional and personal life in a conscious and effective way - [K2A_K07]
5. Students can proceed in enterprising way both in professional and personal life - [K2A_K06]

Assessment methods of study outcomes

Formative evaluation:

a brief discussion checking the effectiveness of the education process, adapting teaching to the level of students, and showing students the range of the material possessed within the methods of promotion, negotiation and sales techniques

Evaluation summative:

written exam takes about 60 minutes. including theoretical questions to be confirmed with an example, the exam is usually done in the 14th week of the semester

Course description

The process of communication in service 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 products. Elements of the behavior of buyers.

Basic bibliography:

1. Promocja produktu i przedsiębiorstwa, Goliński M., w Marketing przedsiębiorstw przemysłowych pod red. W. Mantura, WPP, Poznań, 2000
2. Mantura W., Marketing przedsiębiorstw przemysłowych, Wydawnictwo Politechniki Poznańskiej, Poznań 2000
3. Futrell C.M., Nowoczesne techniki sprzedaży, metody prezentacji, profesjonalna obsługa, relacje z klientami, Wyd. Oficyna Ekonomiczna, Kraków 2004
4. Nęcki Z., Negocjacje w biznesie. Wyd. Antykwa, Kraków 2000

Additional bibliography:

1. Kall J., Reklama. PWE. Warszawa 2000
2. Komunikowanie się w marketingu, pod red. H. Mruka, Polskie Wydaw. Ekonomiczne, Warszawa 2004

Result of average student's workload

Activity	Time (working hours)
1. Preparing to pass of the lecture	80
2. Lecture	20

Student's workload

Source of workload	hours	ECTS
Total workload	100	4
Contact hours	20	1
Practical activities	0	0