

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Promotion and Negotiation Methods & Sales Techniques		Code 1011102331011140761
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) general academic	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) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art social sciences		ECTS distribution (number and %) 2 100%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11,60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of promotion
2	Skills	The student has the ability to perceive, to associate and interpret phenomena occurring in enterprises and economy
3	Social competencies	communication
Assumptions and objectives of the course: 1. Presentation of the theoretical issues of interpersonal communication in the context of the correct methods of communication in business. 2. The acquisition of skills to identify communication barriers by the students. 3. Presentation of selected promotion techniques with examples of their use in selected areas of the business activities. 4. Acquiring the ability to evaluate a promotional campaign in terms of proper interpersonal communication. 5. Systematization of knowledge in negotiation techniques, and presentation of typical styles of negotiation with the use of educational game that simulates the process of problem-solving negotiation.		
Study outcomes and reference to the educational results for a field of study		
Knowledge: 1. The student has a thorough knowledge of the clusters, forms of international corporations and virtual enterprises. - [K2A_W04] 2. The student knows the general principles of the creation and development of forms of individual entrepreneurship, using knowledge of engineering, economics and management - [K2A_W18]		
Skills: 1. The student is able to interpret and explain social, cultural, political, legal and economic phenomena) and the relationship between social phenomena in a correct way - [K2A_U01] 2. The student is able to predict and model complex social processes involving phenomena from different areas of social life (cultural, political, legal, economic) using advanced methods and tools in the field of economics and management science disciplines - [K2A_U04]		
Social competencies: 1. The student is able to see dependence of cause and effect in achieving the set objectives and set the importance of alternative or competing tasks - [K2A_K03]		

Assessment methods of study outcomes		
Oral or written test		
Course description		
<p>The following topics are provided during the classes:</p> <ol style="list-style-type: none"> 1. The process of interpersonal communication. 2. Verbal and nonverbal communication 3. Improving the ability of argumentation-learning game. 4. Principles of proper communication, communication barriers. 5. Selected promotional tools. 6. Styles, techniques and difficult negotiating situations. 7. Selected sales techniques. 		
Basic bibliography:		
<ol style="list-style-type: none"> 1. Wiktor J.W. Promocja: system komunikacji przedsiębiorstwa z rynkiem Wyd. Naukowe PWN, 2006 2. Wiktor J.W. Komunikacji marketingowa, Wyd. Naukowe PWN, 2013 		
Additional bibliography:		
<ol style="list-style-type: none"> 1. Marketing: koncepcje, strategie, trendy, pod red. H. Mruka, Wyd. Uniwersytetu Ekonomicznego, Poznań 2012 		
Result of average student's workload		
Activity		Time (working hours)
Student's workload		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	28	1
Practical activities	22	1