

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Methods of promotion, negotiation and sales techniques in service		Code 1011105231011105180
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Production and Operations 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: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
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		ECTS distribution (number and %)
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 in service enterprise.		
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 in service enterprise. - [K2A_W06] 4. The student has a thorough knowledge of legal norms, their sources, the changes and methods of impact on organizations - [K2A_W012] 5. The student has knowledge of the communication process, the stages of negotiation and sales techniques used in service companies - [K2A_W013]		
Skills:		

<p>1. The student is able to plan the communication process within the promotional activities in service enterprise. - [K2A_U01]</p> <p>2. The student is able to design a course of promotional activities with particular emphasis on creative and media strategies. - [K2A_U02]</p> <p>3. The student can properly analyze the causes and course of the processes and phenomena social (cultural, political, law, economic), formulate own opinions on the subject and state simple hypotheses and verify them - [K2A_U03]</p> <p>4. Student effectively uses normative systems, standards and rules (law, professional, ethical), or knows how to use them in order to solve specific problems, has an expanded ability in respect of the selected category of social ties or selected kind of standards - [K2A_U05]</p> <p>5. The student is able to use negotiation techniques as a means of solving problems - [K2A_U06]</p> <p>6. The student can use the elements of behavior of buyers in direct sales - [K2A_U06]</p> <p>7. The student can plan a course of direct sales - [K2A_U07]</p>
<p>Social competencies:</p> <p>1. 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]</p> <p>2. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A_K03]</p> <p>3. Students can use modern information and communication technologies in professional and personal life in a conscious and effective way - [K2A_K07]</p> <p>4. Students can proceed in enterprising way both in professional and personal life - [K2A_K06]</p>

Assessment methods of study outcomes		
<p>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 in service enterprise</p> <p>Evaluation summative: written colloquium takes about 60 minutes. including theoretical questions to be confirmed with an example, the colloquium is usually done in the 14th week of the semester</p>		
Course description		
<p>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.</p>		
Basic bibliography:		
<p>1. Marketing: koncepcje, strategie, trendy, pod red. H. Mruka, Wyd. UE, Poznań 2012.</p> <p>2. Wiktor J.W. Komunikacja marketingowa: modele, struktury, formy przekazu, Wyd. PWN, 2013.</p> <p>3. Wiktor J.W. Komunikacja marketingowa: modele, struktury, formy przekazu, Wyd. PWN, 2013.</p> <p>4. Marketing: koncepcje, strategie, trendy, pod red. H. Mruka, Wyd. UE, Poznań 2012.</p> <p>5. Goliński M., Metody badań potrzeb informacyjnych, w: Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją M.Golińskiego i M. Szafrąńskiego, Wyd. Politechniki Poznańskiej, Poznań 2012</p> <p>6. Cialdini C., Wywieranie wpływu na ludzi. Teoria i praktyka, GWP 2013</p>		
Additional bibliography:		
<p>1. Reed J. Szybkie łącze z klientami: marketing internetowy, Wyd. Helion, Gliwice, 2012</p> <p>2. Gitomer J., Społecznościowy BOOM. Wykorzystaj potencjał sieci e-kontaktów do wykreowania marki, zwiększenia sprzedaży i zdominowania rynku, Wydawnictwo HELION, Gliwice 2012</p>		
Result of average student's workload		
Activity	Time (working hours)	
1. Lectures	10	
2. Preparing to pass of the lecture	15	
3. Consultations	30	
4. Own work	20	
Student's workload		
Source of workload	hours	ECTS

Total workload	75	3
Contact hours	40	2
Practical activities	35	1