Name of the modularization Code Code Methods of promotion, negotiation and sales techniques in service Code 101102331011145180 Field of study Profile of study Year /Semester Engineering Management - Full-time studies - (Iprak) 2 / 3 Production and Operations Management Subject offered in: Course (compulsory, elective) Production and Operations Management Project/seminars: - 3 Status of the course in the study program (Basic, major, other) (university-wide, from another field) No. of credits Lecture: 15 Classes: Laboratory: Project/seminars: - 3 Status of the course in the study program (Basic, major, other) (university-wide, from another field) (brak) Education areas and fields of science and at ECTS distribution (number and %) ECTS distribution (number and %) Responsible for subject / lecturer: fr. Corresponsible for subject / lecturer: Corresponsible for subject / lecturer: dr ist. Methods of science and at ECTS distribution (number and %) 1 Knowledge The student has basic knowledge from marketing.	STUDY MODULE DESCRIPTION FORM							
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1. The student is able to plan the communication process within the promotional activities in service enterprise. - [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 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]

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]

5. The student is able to use negotiation techniques as a means of solving problems - [K2A_U06]

6. The student can use the elements of behavior of buyers in direct sales - [K2A_U06]

7. The student can plan a course of direct sales - [K2A_U07]

Social competencies:

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]

2. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A_K03]

3. Students can use modern information and communication technologies in professional and personal life in a conscious and effective way - [K2A_K07]

4. 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 in service enterprise

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

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:

Additional bibliography:

Result of average student's workload

Activity		Time (working hours)
1. Lectures		15
2. Preparing to pass of the lecture		30
3. Consultation		30
4. Pass		3
Student's wo	rkload	
Source of workload	hours	ECTS
Total workload	78	3
Contact hours	48	2
Practical activities	0	0