

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English TECHNIKI SPRZEDAŻY/Techniques of sales	2. Course code: TOS Number of ECTS credits: 3 Course completion mode: Credit Course commenced / Year 2019/2020																														
3. Major: E-commerce																															
4. Department of major coordinator: Department of Market and Consumption.																															
5. Name of course instructor: Lecture Ph.D Michal Kucia Classes Lab classes Examiner Ph.D Michal Kucia																															
6. Department of course instructor: Department of Market and Consumption																															
7. Number of contact hours with students:																															
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td>15</td><td></td></tr> <tr><td>classes</td><td></td><td></td></tr> <tr><td>foreign language classes</td><td></td><td></td></tr> <tr><td>lab classes</td><td></td><td></td></tr> <tr><td>seminars</td><td></td><td></td></tr> <tr><td>e-learning</td><td></td><td></td></tr> <tr><td>other</td><td></td><td></td></tr> <tr><td>Total hours</td><td>15</td><td></td></tr> <tr><td>examination (hours)</td><td></td><td></td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	15		classes			foreign language classes			lab classes			seminars			e-learning			other			Total hours	15		examination (hours)		
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8. Course timeframe - no. of semesters: 1 Course commencement / Year 2 Course commencement / Semester 4																															
9. Level of tertiary education: 2nd	10. Course status <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: Knowledge at the level of first-cycle economic studies Recommended: On-line marketing																															
12. Course objectives:																															
13. Teaching and learning methods:																															

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lecture using multimedia techniques	A multimedia lecture presenting theoretical information	8	
2.	Case study	Solving tasks and tests on the Moodle platform	7	
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lecture using multimedia techniques	Lecture in the form of a multimedia presenting theoretical information and case studies	25	
2.	Analyzing case study	Solving sales management case studies	35	
Total			BS:60	BN:

Total AS+BS = 75.....

Total AN+BN =

Examination (E) = 0

Examination (E) =.....

Total AS+BS+E= 75

Total AN+BN+E =

14. Key words: sales techniques, sales methods

15. Course content:

1. Introduction to sales techniques
2. Sales techniques - five stages of the sales process
3. Awareness of pain - "pain funnel"
4. Technique of effective sales - SPIN, SELL
5. Cialdini's e-rules
6. Traditional and innovative sales methods
7. Building relationships in sales techniques

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W04	The student knows and deeply characterizes the methods and techniques of sales in the electronic economy.	Credit in the form of a test	A set of questions and answers
<u>Skills</u>			
ECe2_U01	The student has the ability to use sales techniques in the framework of electronic economy. Accurately draws conclusions and formulates reasoned recommendations for the use of an appropriate sales technique for online sales.	Tasks / case study	Task solutions and case study
<u>Social competences</u>			

ECe2_K01	The student systematically self-asses own competences and competences of other people in the aspect of using sales techniques and improves them if necessary, and organizes the process of teaching others.	Active participation in the lecture and on the Moodle platform	Attendance list and log register to the Moodle platform
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17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Credit in the form of a test	Test of completing sentences	50%
2.	Case study - work in groups	Development of a study on sales techniques in a selected enterprise along with a presentation	40%
3.	Activity on the Moodle platform	Solving tasks	10%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Futrell, Ch., (2012). *ABCs of Relationship Selling*, McGraw-Hill Higher Education

Suggested readings:

1. Brooks, W. T., & Brooks, B. (2004). *Sales techniques*. McGraw-Hill Companies.
2. Mansour, M. B., & Johnston, W. J. (2018). *Professional Selling: Types, Approaches and Management*. Dog Ear Publishing.

19. Language of instruction: English

20. Course instructors' recommendations: