University of Gdańsk

Subject card

Subject name and code	Sales Management, PG_00199217						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		2.0		33.0	50
Subject objectives	Familiarizing students with the strategic role of sales in an international enterprise. Presentation of the sales department, practices and principles influencing proper sales management. Teaching in the field of commercial mathematics, creating effective and efficient sales strategies, in particular in relation to pricing and discount policy, shaping the skills of effective sales management. Using theoretical knowledge in shaping the skills of making decisions regarding the construction of sales departments.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_W07] has knowledge and understanding of the types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Knows and understands the types of economic relationships and the rules governing them in the sales area, including the principles of market functioning and the market mechanism in terms of trade on the domestic and international markets During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.	[SW4] test/exam - oral or written
[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	Has advanced knowledge of managing a business entity in the field of sales on the international market, knows and understands the strategies and tools used in sales management During the lecture, the student demonstrates readiness to use consultations in order to deepen knowledge and prepare for the exam.	[SW4] test/exam - oral or written
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Has knowledge about the customer - a person as an entity making purchasing decisions, operating in social structures and organizational units, in particular enterprises or conducting individual business activity.	[SW4] test/exam - oral or written

Subject contents

1. The strategic role of sales management. Sales strategy. Basic factors determining sales effectiveness and efficiency.2. Market analysis and demand estimation. Methods of reaching customers and acquiring customers.3. Sales structure and channels. Design and evaluation. Building sales departments based on sales strategies.4. Design and evaluation of sales processes.5. Basics of commercial mathematics. Basic issues in the area of margin management.6. Price and discount policy. Application of discounts and bonuses. Analysis of the effectiveness of applied solutions. Application of price elasticity of demand in the price formation process.7. Planning, forecasting, budgeting in sales departments.8. Sales controlling. Sales analysis. Ratio analysis.9. Basic sales models. Sandler Selling System, RAIN, SPIN, Customer Centric Selling, Provocative Sales, others.10. Building relationships with buyers. Quality of customer service.11. Managerial communication in the sales team. Motivation. Bonus and commission systems used in sales teams. Burnout and other problems occurring in sales departments.12. Contemporary challenges in the area of sales management.

Prerequisites and co-requisites

None

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam	51.0%	100.0%

Recommended reading

Basic literature	Sobczyk G., Zarządzanie sprzedażą w przedsiębiorstwie handlowym i usługowym, PWE, Warszawa, 2010. Cespedes Frank V., Jak tworzyć i wdrażać wygrywającą strategię sprzedaży? ICAN Institute, 2017.
Supplementary literature	Cialdini R., Wywieranie wpływu na ludzi. Teoria i praktyka, GWP, Sopot, 2016. Grzybek R., Sprzedaż osobista i zarządzanie zespołem sprzedaży, Helion, , 2015. Jordan J., Vazzana M., Przełom w zarządzaniu sprzedażą, ICAN Institute, , 2014. M. Krzaczek, M. Reysowski, Social shopping as a tool for promotion: practical approach, International Journal of Emerging and Transition Economies,7/2018
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

Document generated electronically. Does not require a seal or signature.