University of Gdańsk

Subject card

Subject name and code	B2B Marketing and Negotiation Techniques, PG_00199683		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master'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	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Tomasz Konewka	
	Teachers	dr Tomasz Konewka	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	20.0	0.0	35

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	35	0.0	15.0	50

Subject objectives

Understanding the mechanisms of the investment goods market and the decision-making process of purchasing by companies on the B2B market. Learning the basic mechanisms, techniques and tactics of negotiation. Defining and how to achieve negotiation goals. Learning basic social influence techniques.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	The student is able to plan and execute a project task involving a trade transaction in the international market and conduct effective negotiations, critically analyzing its progress. During project preparation, the student consults on its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	student knows and understands the types of economic ties and the regularities governing them, understands the conditions and principles of functioning of the market and the market mechanism, in the national, international and global aspect	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to actively participate in groups, organizations, and institutions implementing professional projects related to the functioning of business entities. Projects are discussed and approved during consultations with the instructor and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

Subject contents	**1. Specificity of marketing of industrial goods and services** The specificity of B2B marketing. Consumer goods markets versus industrial goods markets. Differences between consumer marketing and B2B marketing. Types of customers of the industrial goods and services market. Processes taking place in enterprises operating on the B2B market. **2. Rules for organizing purchases by an organized buyer** The purchasing process in commercial enterprises. The role of enterprise size. Purchasing procedures. The purchasing process in budgetary units and institutions - public procurement. **3. The importance of relationships with an organized buyer** The concept of an organization's purchasing center and its role. The course of the purchase process. Ways to evaluate suppliers. Connections - types of connections due to the intensification of cooperation. Main elements of the purchasing process in the organization. **4. Planning the marketing of industrial goods and services** The strategic role of marketing. Strategic alliances. Ethical problems of B2B marketing. Marketing planningB2B. Assortment management for the industrial goods and services market. Service management for industrial goods and services markets. Management of marketing channels for industrial goods and services. B2B marketing strategy assessment. **5. Basic aspects and types of negotiations** Negotiation tools. Stress in negotiations. Cultural differences. **6. Negotiation strategies** Creating value. Submitting proposals. Manipulations in the negotiation process. **7. Social influence techniques and negotiations** Communication. The role of words in verbal communication. Negotiations and emotions. Sequential techniques.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	40.0%
written exam on the lecture	51.0%	40.0%
active participation in classes	51.0%	20.0%

Recommended reading

Basic literature

1. M.Urbaniak: Marketing przemysłowy, INFOR, Warszawa 1999
2. M.D. Hutt, Th.W.Speh: Zarzadzanie marketingiem. Strategia rynku dóbr i usług przemysłowych, PWN1997 3. K. Fonfara: Marketing partnerski na rynku przedsiębiorstw, PWE, Warszawa,1999
4. S. Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018
5. Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022

	Supplementary literature	1. K.Karcz, Z.Kedzior: Marketing przemysłowy, wybrana zagadnienia, AE Katowice, Katowice 1999 2. D. Dolinski, T. Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022 3. A. Sperska, The use of marketing indicators in sales and marketing management in the B2B sector in Poland - barriers and problems, Zeszyty Studenckie Wydziału Ekonomicznego Uniwersytetu Gdańskiego NASZE STUDIA, 2017
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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