University of Gdańsk

Subject card

Subject name and code	Modern Sales Techniques, PG_00199988		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	part-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	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		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	14.0	0.0	6.0	0.0	20

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	20	0.0	30.0	50

Subject objectives

Ability to formulate sales goals and build value in the negotiation process.

Ability to use appropriate sales and negotiation techniques.

The ability to build and develop relationships as an element of building value with the contractor.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions	The student is able to complete a project task involving the analysis of the nature, course, and purpose of a commercial transaction, apply the appropriate form of settlement, and discuss 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.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills
[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	the student knows and understands the forms of entrepreneurship and is ready to think and act in an entrepreneurial manner.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[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	the student is able to assess economic and social phenomena occurring in the open economy, interpret the necessary conditions for the functioning of economic entities in this respect.	[SW4] test/exam - oral or written
[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	the student is able to correctly identify and diagnose dilemmas and various solutions related to the use of the profession	[SK5] implementation of a problem task [SK6] demonstration of practical skills

Subject contents

1. Introduction to the sales process. Sales techniques. Approach to the sales process. Sales stages. Characteristics of an ideal salesperson.

2. Difficult sales situations. Objections and reservations. Price selection criterion. How to avoid "no". Reasons and ways of responding to objections. Selling through relationships. Body language. Communication techniques.

3. Ability to close sales. Argumentation. Building relationships after the sale.

4. Basic aspects and types of negotiations. Negotiation tools. Stress in negotiations. Cultural differences.

5. Negotiation strategies. Creating value. Submitting proposals. Manipulations in the negotiation process

6. Social influence techniques using the interpretative framework of the message. The role of words in verbal communication.

7. Negotiations and emotions. Sequential techniques.

Prerequisites and co-requisites

None

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
active participation in classes	51.0%	20.0%
project	51.0%	20.0%
written test	51.0%	60.0%

Recommended reading	Basic literature	Izabela Krejca-Pawski, Sprzedaż, tylko sprawdzone techniki, Biznes, samo.sedno, Warszawa 2015 Rene Moulinier, Techniki sprzedaży, PWN Warszawa 2007 Sławomir Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018 Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022
	Supplementary literature	Vincent Harris, Harlan H. Goerger, Jak skutecznie omijać "nie" w biznesie, Wydawnictwo Studio Emka, Warszawa 2010 Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji. Jak wygrać przetarg, Wydawnictwo Studio Emka, Warszawa 2014 Dariusz Dolinski, Tomasz Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022 A. Sperska, Wykorzystanie wskaźników marketingowych w zarządzaniu sprzedażą i marketingiem w sektorze B2B w Polsce - bariery i problemy, Zeszyty Studenckie Wydziału Ekonomicznego Uniwersytetu Gdańskiego NASZE STUDIA, 2017
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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