University of Gdańsk

Subject card

Subject name and code	Basis of Communication and Negotiations with Contractors, PG_00200000		
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	part-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	ECTS credits	3.0
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 Marcin Krzaczek	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	16.0	0.0	5.0	0.0	21

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	21	0.0	54.0	75

Subject objectives

After completing the course, student should be able to:

- identify and describe the elements of marketing communication;

- create plan of marketing communication for a selected organization;

- provide examples of adequate negotiation techniques;

- appropriately apply the above techniques in a given negotiation situation.

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	the student knows and understands the types of economic relations and the regularities that govern them, including the principles of market functioning, market mechanisms and communication and negotiations with market partners, both in the national and international aspects	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	student participates in the preparation of communication and negotiation projects that reconcile economic, ecological, political and social requirements	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[MSGL3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	student uses basic marketing methods, techniques and tools to obtain and analyze data and design tools (the assumptions and progress of which are consulted with the teacher during consultations and project blocks), necessary in business negotiations and making the right market decisions	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	student is able to cooperate and work in a negotiation team (including in an international environment), in various roles	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_U10] can take an active part in a debate, presenting his/ her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	student is able to actively participate in negotiations, present his/her own position, supporting it with arguments based on selected theories and/or statistical data	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	student correctly identifies, diagnoses and resolves dilemmas and various variants of negotiation solutions	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report

Subject contents

1. The role of communication in relations with ontractors, the specifics of B2B marketing - 1h.

2. Communication tools - 3h.

3. Customer service - 2h.

4. Modern communication channels - 2h.

5. The essence of negotiations - 1h.

6. Negotiation strategies and techniques - 1h.

7. Negotiation simulation - workshops using selected negotiation techniques - 3h.

8. Presentation of final projects in marketing communication - 3h.

Prerequisites and co-requisites

None

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Activity during classes	51.0%	40.0%
Negotiation simulation	51.0%	30.0%
Final project	51.0%	30.0%

Recommended reading	Basic literature	1. Pałgan R., *Natura negocjacji handlowych*, Wydawnictwo Gdańskiej Szkoły Wyższej, Gdańsk 2012. 2. Lewicki R.J., Saunders D.M., Barry B., Minton J.W., *Zasady negocjacji,* Rebis, Poznań 2008. 3. Brdulak H., Brdulak J., *Negocjacje handlowe*, PWE, Warszawa 2007. 4. Nęcki Z., *Negocjacje w biznesie*, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 2006. 5. Kotler P., *Marketing*, Rebis, Poznań 2012. *6. Komunikacja marketingowa*, red. M. Rydel, ODDK, Gdańsk 2001.
	Supplementary literature	1. Głowik M., *Komunikacja niewerbalna w kontaktach interpersonalnych* , Wydawnictwo Promotor, Warszawa 2004. *2. Komunikacja międzykulturowa w integrującej się Europie,* red. K. Karcz, CBiE AE, Katowice 2004. 3. Hofstede G., *Kultury i organizacje. Zaprogramowanie umysłu*, PWE, Warszawa 2000.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Creation an advertising/promotional campaign project for a selected company example, which are discussed and approved during consultations with the lecturer. Negotiation simulation with a contractor in a selected industry.	
Work placement	Not applicable	

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