

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	<p>After completing the course, student should be able to:</p> <ul style="list-style-type: none"> - 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
	[MSG3_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 necessary for business negotiations and to make the right market decisions	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_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
	[MSG3_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
	[MSG3_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
[MSG3_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 contractors, 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
	Final project	51.0%	30.0%
	Negotiation simulation	51.0%	30.0%
	Activity during classes	51.0%	40.0%
Recommended reading	Basic literature	1. Pałgan R., <i>Natura negocjacji handlowych</i> , Wydawnictwo Gdańskiej Szkoły Wyższej, Gdańsk 2012. 2. Lewicki R.J., Saunders D.M., Barry B., Minton J.W., <i>Zasady negocjacji</i> , Rebis, Poznań 2008. 3. Brdulak H., Brdulak J., <i>Negocjacje handlowe</i> , PWE, Warszawa 2007. 4. Nęcki Z., <i>Negocjacje w biznesie</i> , Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 2006. 5. Kotler P., <i>Marketing</i> , Rebis, Poznań 2012. 6. <i>Komunikacja marketingowa</i> , red. M. Rydel, ODDK, Gdańsk 2001.	

	Supplementary literature	1. Głowik M., <i>Komunikacja niewerbalna w kontaktach interpersonalnych</i> , Wydawnictwo Promotor, Warszawa 2004. 2. <i>Komunikacja międzykulturowa w integrującej się Europie</i> , red. K. Karcz, CBI E AE, Katowice 2004. 3. Hofstede G., <i>Kultury i organizacje. Zaprogramowanie umysłu</i> , 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	

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