

SALES MANAGEMENT TECHNIQUES

COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy

Concentration Electronic Marketing

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	6	8
Lectures, hours	34	8
Practical classes (seminars), hours	34	8
In-class test, semester (hours)	-	8 (2 hours)
Exam, semester	6	4
Contact hours	68	18
Independent study, hours	40	90
Total course duration in hours / credit units	108 / 3	

1. Course outline

The essence, organization, and planning of sales. Market research in the sales system. Characteristics and technologies of retail sales. Merchandising in the sales management system. The online sales market. Methods and means of sales promotion. Sales promotion in e-commerce. Evaluation of the effectiveness of sales promotion. Business negotiations. Business etiquette. Business presentations.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: features of sales organization and planning; sales models, technologies and methods of sales; features of merchandising in the sales management system; methods and means of sales promotion; features of sales on the Internet; features of conducting business negotiations and presentations;

- be able to: conduct market research in the sales system; form commercial proposals for sales; develop programs for organizing visits and negotiations; make effective sales; evaluate sales effectiveness;

- to possess a skill: assessment of market environment factors affecting sales; development of presentations for negotiations and sales.

3. Competencies

Conduct effective sales, business negotiations and presentations.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: a survey in practical classes. Summative assessment: exam.