



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Sales strategies</b> (Sales (5 cr.), Consumer behavior (3 cr.), The art of negotiation (2 cr.))	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator:</b> Asist. Dr. Edgaras Abromavičius <b>Kit:</b> Elzė Rudienė, Gražvydas Jukna	Verslo mokykla, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face (on-line)	Autumn	English

Requirements for students	
<b>Preliminary requirements:</b>	<b>Related requirements (if any):</b>

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
10	260	100	160

Purpose of the course unit (module): programme competences to be developed		
The goal is to provide knowledge and develop students' abilities necessary for successful work in the field of sales: effective management of the sales process, understanding and analysis of consumer behavior, and acquiring and improving skills in the art of negotiation.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will understand the basic concepts and methodologies of sales.	Lectures, seminars, group discussion.	Involvement in the discussion, the ability to formulate questions.
Will be able to apply various sales techniques in different business situations.	Engaging lecture, analysis of examples of good practice, questions-answers.	Involvement in the discussion, the ability to formulate questions.
Will be able to analyze the needs, motivations and patterns of behavior of users.	Lectures, exercises, case studies, theoretical literature studies.	Examination
Will be able to analyze and plan the negotiation process.	Lectures, seminars, group presentations, debates (negotiations).	Examination

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
<b>Sales (5 cr.)</b>	<b>24</b>	<b>2</b>	<b>24</b>				<b>50</b>	<b>80</b>	Literary analysis, group task.
1. Basics of sales and introduction	4		2				<b>8</b>	<b>10</b>	Literary analysis, group task.
2. Sales: B2B and B2C	4		2				<b>6</b>	<b>10</b>	Literary analysis, group task.
3. Psychology and motivation of clients	4		2				<b>6</b>	<b>10</b>	Literary analysis, group task.
4. Building relationships with customers	4		2				<b>6</b>	<b>10</b>	Literary analysis, group task.
5. Analysis of sales data and measurements	2		4				<b>6</b>	<b>10</b>	Literary analysis, group task.
6. Sales channels	2		4				<b>6</b>	<b>10</b>	Literary analysis, group task.
7. Sales technology and innovation	2		4				<b>6</b>	<b>10</b>	Literary analysis, group task.
8. Pricing	2		4				<b>6</b>	<b>10</b>	Literary analysis, group task.
Consultation		2							
<b>Consumer behavior (3 cr.)</b>	<b>18</b>	<b>1</b>	<b>10</b>				<b>29</b>	<b>49</b>	
<b>9. Theories of consumer behavior. Connections to the digital space.</b>	2		2				<b>5</b>	<b>6</b>	Analysis of the situation

10. Power and user behavior. Through what the user is enabled.	2		2				<b>4</b>	<b>6</b>	Case study
11. Identity of the user in the digital space. How to set up and how to use it.	2		2				<b>4</b>	<b>6</b>	Case study
12. Storytelling (and in the digital space) (Digital story telling).	4		1				<b>4</b>	<b>6</b>	Create a sample
13. The importance of the influence of emotions on consumer behavior. How to influence the emotions of the user in the digital space.	2		1				<b>4</b>	<b>6</b>	Create a sample
14. GDPR – protection of personal data. Necessity and regulation.	2		1				<b>4</b>	<b>7</b>	Sample analysis
15. User trust and loyalty in the digital space. How to increase them.	4		1				<b>4</b>	<b>6</b>	Analysis of the situation
Consultation		1							
<b>The art of negotiation (2 cr.)</b>	10	1	10				<b>21</b>	<b>31</b>	Understand negotiating situations
16. Negotiation and Sales Process. What are the Negotiations and when do they start?	2						<b>2</b>	<b>4</b>	Application of negotiating concepts, Choice of strategy
17. Basic negotiation concepts, Negotiation strategies, Types of negotiators	4		2				<b>6</b>	<b>6</b>	To develop the habit of preparation before each negotiation
18. Preparing for negotiations	2						<b>2</b>	<b>4</b>	Notice your negotiating habits, create new ones without mistakes
19. Mistakes in negotiations, international negotiations	2						<b>2</b>	<b>2</b>	Knowledge test
20. Knowledge test, theory test			2				<b>2</b>	<b>8</b>	Application of knowledge in a

									practical simulation
21. Simulation of negotiations in groups			6				6	6	
Consultation		1					1	1	
<b>Total</b>	<b>52</b>	<b>4</b>	<b>44</b>				<b>100</b>	<b>160</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Presentation of two scientific articles (Sales topic) and analysis	30	Cumulative scores throughout the module	Students (based on scientific sources) must demonstrate the ability to logically analyze and present information, compare the obtained data with practical examples.
Consumer behavior interim billing	30	Cumulative scores throughout the module	Presentation and justification of the case based on the theory and models of consumer behavior.
Interim settlement of the art of negotiation	20	Cumulative scores throughout the module	Participation in the negotiation simulation, based on the theory and models of the art of negotiation.
Examination	20	At the end of the module	20 test questions (Sales, Consumer Behavior, Negotiation), 1 correct answer – 1 point. Total 20 points

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Stephen B. Castleberr	2022	Selling: Building Partnerships 11th Edition	11th Edition	McGraw-Hill Higher Education
Jerry AcuffJerry Acuff	2023	The New Model of Selling: Selling to an Unsellable Generation	1th Edition	Morgan James Publishing
Aydin, H.	2019	Digital Marketing Applications	3rd Edition	Peter Lang GmbH, Internationaler Verlag der Wissenschaften
Hagger,S.M.,Cameron, L.D.,Hamilton,K., Hankonen,N., Lintunen,T.	2020	The Handbook of Behavior Change	2nd Edition	Cambridge: Cambridge University Press
Batat, W.	2019	Experiential Marketing : Consumer Behavior, Customer Experience and The	7th Edition	Taylor & Francis Group
Andreas Dür	2013	Negotiation Theory and the EU: The State of the Art	1st Edition	Routledge

Harvard Business Essentials	2003	Negotiations	ISBN 1-59139-111-3	Harvard Business School press
Keld Jensen	2023	Negotiation essentials	ISBN 978-1-265-49543-5	MC Graw HILLS
<b>Optional reading</b>				
Jon Spoelstra	2006	Ice cream for the Eskimos	ISBN: 9789955551874	Smaltia Publishing House
Karen K. Kirst-Ashman	2018	Empowerment Series: Human Behavior in the Macro Social Environment	5th Edition	Cengage Learning
Tim Castle	2018	The Art of Negotiation: How to get what you want	ISBN <b>1912615126</b>	