SUBJECT TEACHING GUIDE

M232 - Business and Sales Techniques

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2017-2018

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M232 - Business and Sales Techniques				
Number of ECTS credits allocated	2,5	Term		Semester based	
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	JESUS COLLADO AGUDO
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Other lecturers	

3.1 LEARNING OUTCOMES

- The main objetive of this subject is to understand the negotiation process oriented to achieve a shared goal. It develops an explanation of different negotiation tecniques and identifies negotiation styles in selling process .

4. OBJECTIVES

1. To analyze the importance of fixing objetives and strategies design in negotiation process .
2. To discover different argumentation tecniques.
3. To be able to identify client typologies and to use the selling arguments more accurately in any case .
4. To use tecniques to manage objections and to close selling.

6. COURSE ORGANIZATION

	CONTENTS
1	Theme 1. Efficacy in the process of seller-customer communication 1.1. Transactional analysis 1.2. Non-verbal communication
2	Theme 2. Bidirectional communication 2.1. The importance of active listening 2.2. The art of questioning
3	Theme 3. Marketing decissions models. 3.1. Selling systems 3.2. Client typologies
4	Theme 4. Negotiation in selling process 4.1. Managing objections 4.1. Close selling estrategies

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Written exam	No	Yes	50,00
teamwork	Work	No	Yes	40,00
Individual participation	Others	No	No	10,00
TOTAL				100,00

Observations

- Individual exam: test exam.
-Teamwork: assessment of the content and presentation of teamwork
Individual participation: assessment of student participation in class dynamics

Observations for part-time students

The exam include one theoretical and practical proof of 100% of final calification

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

De Manuel, F. y Martínez-Vilanova, R. (2005): Técnicas de negociación: un método práctico. Esic Editorial. Madrid.