

SUBJECT TEACHING GUIDE

850 - Business and Sales Techniques

Master's Degree in Marketing Management Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	850 - Business and Sales Techniques				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	JESUS ANTONIO BARROS LOPEZ				
E-mail	jesusantonio.barros@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E249)				
Other lecturers					

3.1 LEARNING OUTCOMES

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

4. OBJECTIVES

1. To analyze the importance of fixing objectives and strategies design in negotiation process .
2. To discover different argumentation techniques .
3. To be able to identify client typologies and to use the selling arguments more accurately in any case .
4. To use techniques 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 decisions models. 3.1. Selling systems 3.2. Client typologies
4	Theme 4. Negotiation in selling process 4.1. Managing objections 4.1. Close selling strategies

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.