

Title of the Course	TRADE MANAGEMENT		
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	No needed		
Science Sector	Management		
Science Subsector			
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.sc.soc. Ligita Āzena		
Lecturer(s) of the course	Mg.sc.soc. Ligita Āzena		
Goal of the course:	To develop students’ understanding of process management of trade in order to improve skills in the organisation and execution of trading process		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1.A student understands, assesses and illustrates deeper knowledge about international sales and trade, demonstrates critical understanding of this knowledge, which assures the basics for creative thinking or research in different fields;			
2. Skills: 2.1. Applies the gained theoreticals basis, integrates knowledge from different fields, can make decisions about the choice of international sales and trade strategies for the international market and developes recommendations.			
3. Competences: 3.1. Uses new approaches to strategy for developing organisation of the sales and trade complex in the changeable and indefinite circumstances, provide theoretical input for raising one’s theoretical and practical investment for the improvement of international sales and trade.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Essence of trade management 1.1.Essence of change, participants and culture 1.2. Situation analysis for system development 1.3. Place of trade in enterprise's structure 1.4.Trade elements and resources	8	4	1	2	2
2.	Shop space and planning 2.1. Planning of trade hall and equipment location types 2.2. Trade furniture and equipment 2.3. Weights in trade 2.4. Electronic payments systems		6	2	2	
3.	Guidelines of trade team formation 3.1. Conditions for team selection 3.2. Influence of motivation on trading process 3.3. Responsibilities and duties of trading personnel 3.4. Trading personnel training and system maintenance		4	1	2	
4.	Participants of product distribution, intermediary 4.1.Retail business 4.2.Wholesale trade		4	2	2	
5.	Product location in trade hall equipment		6	2	2	

	5.1. Selection of product assortment in a shop 5.2. Product placement in trade equipment 5.3. Types of product placement in trade equipment 5.4. Placement characteristics of a new product 5.5. Selling rules for definite product groups					
6.	Model of consumer behaviour during buying process 6.1. Product classification in marketing 6.2. Stages of consumer decision-making 6.3. Stages of direct sales in retail business and their psychological peculiarities		6	2	2	
7.	Distribution optimization of product and advertising material 7.1. Types of advertising in trade halls 7.2. Shop windows and their meaning 7.3. Arrangement of shop windows		6	2	2	
8.	Sales development activities in trade 8.1. Trade improvement tools 8.2. Active offers – competition, games, lotteries and prizes 8.3. Cooperation of producers and intermediary for the improvement of new product trade 8.4. Name of an enterprise – brand		4	2	2	
TOTAL:		8	40	14	16	2
		80				

 	STUDY COURSE DESCRIPTION	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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Mastering the course and successfully passing examination, student is capable of (<i>knowledge, skills and competencies</i>)			
Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	To name and recognise terms	To define and recognise terminology	To understand and offer a solution to a problem-situation
Skills	To use and justify usage of terms	To evaluate and analyse usage of terms in practice	To synthesize, model and discuss about real problem-situations
Competences	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills during offering solutions to real problem-situations	Organisation and planning skills, self-discipline during solving different complexity issues and ability to make informed decisions
Acknowledgement of the obtained study results			
Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature	
1.	Bariševa A. Pārdošana radošā lidojumā / Asja Bariševa ; no krievu val. tulk. Sandra Priedīte. - Rīga : LID, 2009. - 174 [1] lpp. - (Biznesa romāns). ISBN 9789984826370.
2.	Fisks P. Klientu apkalpošanas gēnijs. – Lietišķās Informācijas dienests: 2010., 345 lpp.
3.	Kaparkalēja D Merčendazinga un pārdošanas mākslas pamati: RTT, 2011, 151 lpp.
Additional Literature	
1.	Feltenstein Tom. 401 Killer Marketing Tactics to Increase Sales, Maximize Profits, and Stomp Your Competition / Tom Feltenstein. - New York : McGraw-Hill, 2005. - viii, 355 p. - Includes index. ISBN 0-07-144137-9
2.	Stratēģiskā pārdošanas vadība / tulkojums no angļu valodas, [Inese Bernsone]. - Rīga : Lietišķās informācijas dienests, 2008. - 175 lpp.
Recommended Periodicals	
1.	www.tirgzinis.lv

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