

Title of the Course		SALES PROMOTION	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Economics at the level of secondary school		
Science Sector	Economics		
Science Subsector	Marketing		
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 <sup>st</sup> level professional study programme	Marketing and Trade		
Author(s) of the course	Agnese Kovaļenko		
Lecturer(s) of the course	Agnese Kovaļenko		
Goal of the course:	To prepare students for work in sales promotion in the circumstances of competition by developing and creating understanding and knowledge about the significance of promotion of sales in the overall process of sales.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 60% Test – 40% <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 defines the significance of promotion of sales in the operation of an enterprise; 1.2. A student defines the notion of budget of sales promotion; 1.3. A student describes the basic guidelines of product/service price formation; 1.4. A student describes the planning of shop premises and principles of their location. 2. Skills: 2.1. A student recognizes the types of packaging and can determine their meaning; 2.2. A student analyses the types of consumer behaviour in the purchase process. 3. Competences: 3.1. A student connects the development of advertising material to other types of sales promotion activities; 3.2. A student combines different sales methods for reaching goals.			
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 promotion of sales	8	4	1	2	2
2.	Budget for promotion of sales		6	2	2	
3.	Product/service price		4	1	2	
4.	Planning and location of shop premises		4	2	2	
5.	Meaning of packaging for the promotion of sales		6	2	2	
6.	Models of consumers' behaviour in the purchase process		6	2	2	
7.	Advertising materials, promotion activities in sales		6	2	2	
8.	Direct sales		4	2	2	
<b>TOTAL:</b>		8	40	14	16	2
<b>80</b>						

**Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)**

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
<b>Knowledge</b>	Basic knowledge about the essence of promotion of sales in the operation of an enterprise. Can describe price formation process of a product/service. Can theoretically imagine the planning and location principles of shop premises	Good knowledge about the significance of promotion of sales in the operation of an enterprise. Can successfully describe the price formation process of a product/service. Can imagine the planning and	Explicit knowledge about the significance of promotion of sales in the operation of an enterprise. Outstandingly describes the price formation process of a product/service. Describes the planning and

		location principles of shop premises	location principles of shop premises
<b>Skills</b>	Has difficulties to recognize packaging types, can name the behaviour types of consumers in the purchase process	Successfully recognizes the packaging types, can name and analyse the behaviour types of consumers in the purchase process	Explicitly recognizes the packaging types, analyses the behaviour types of consumers in the purchase process and uses this information in practice
<b>Competences</b>	Has difficulties to integrate advertising material into sales promotion. Has difficulties to name different sales methods.	Plans the integration of advertising material into sales promotion. Successfully names different sales methods.	Outstandingly integrates advertising material into sales promotion. Names different sales methods, their advantages and disadvantages
<b>Acknowledgement of the obtained study results</b>			
<b>Study Results</b>	<b>1.1.-1.4.</b>	<b>2.1.-2.2.</b>	<b>3.1.-3.2.</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

**Core Literature**

1. Daina Kaperkalēja "Merčendaizinga un pārdošanas mākslas pamati" 2011
2. "Tirgzinības pamati" 2007
3. Georgs Lībermanis "Tirgus, cenas, konkurence" 2007
4. Grigorijs Oļevskis "Uzņēmējs un tirgus" 2007

**Additional Literature**

1. Mišels Zavadskis "Pārdošanas meistarība" 2017 Carl Sewell (1990) **Customers for life**