

Title of the Course			
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 the work in effective trade in the competition circumstances by developing and strengthening practical skills in trading.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 60% Exam – 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 meaning of trade in the enterprise’s action in the increasing circumstances of competition; 1.2. A student differentiates between the trade types; 1.3.A student describes a client and can define one’s needs; 1.4.A student describes the significance of visual image and body language in trading. 2. Skills: 2.1.A student recognizes and defines trade goals (SMART); 2.2.A student connects everyday tasks to the trade goals. 3. Competences: 3.1. A student sees client objections and can offer solutions; 3.2. A student combines the methods by analysing and organising trading.			
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.	Trade and type of trade	8	4	1	2	2
2.	Client and its meaning in trade		6	2	2	
3.	Body language and visual image		4	1	2	
4.	Trade goals (SMART) and tasks		4	2	2	
5.	Preparation for trade		6	2	2	
6.	Meaning of questions in trade		6	2	2	
7.	Client objections and sellers' arguments		6	2	2	
8.	Analysing trade		4	2	2	
<b>TOTAL:</b>		8	40	14	16	2
<b>80</b>						
<b>Mastering the course and successfully passing examination, student is capable of (knowledge, skills and competencies)</b>						
Study Results:		Evaluation Criteria				
		(40-69%)	(70-89%)	(90-100%)		
<b>Knowledge</b>		Basic knowledge about the meaning of trade in the operation of an enterprise. Can name the methods of analysing client needs. Names the preconditions of body language in trade.	Good knowledge of the meaning of trade in the operation of an enterprise. Differentiates between the types of trade. Can imagine the needs of a client. Can describe the influence of body language on trading.	Outstanding knowledge of the meaning of trade in the operation of an enterprise in the circumstances of increasing competition. Differentiates the types of trade, names client needs. Uses the knowledge of body language on trading.		

<b>Skills</b>	With difficulties recognize and define the goals of trade. Weakly connects everyday tasks with the goals of trade.	Recognizes and defines well the goals of trade. Connects everyday tasks with the goals of trade.	Outstandingly recognizes and defines the goals of trade. Effectively connects everyday tasks with the goals of trade.
<b>Competences</b>	Has difficulties to see client objections. Theoretically imagines the analysis of trading.	Independently sees client objections and formulates argumentation. Names the stages of trade analysis,	Outstandingly sees client objections and formulates justification. Effectively analyses and makes conclusions.
<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

<b>Core Literature</b>	
1.	Pīters Allens "Pārdošana", 1988
2.	Ričards Denijs, Māksla pārdot 2004
3.	Ivans R. Misners un Dons Morgans "Pārdošanas meistari" 2008
4.	Mišels Zavadskis "Pārdošanas Meistarība" 2017
<b>Additional Literature</b>	
1.	Roberts Hellers, "Prasme Pārdot", 1999
2.	Harvard Business Review, "Pārdošana", 2010
3.	Голова, Анна Георгиевна, "Управление продажами", 2015
4.	Šons Beldings "Kā uzveikt sātanisko klientu", 2007