



VILNIAUS
KOLEGIJA

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

Sales and Market Mechanisms

Prerequisites

B1 level of English language

Main aim

Understand, develop and implement business management models. Gain in-depth understanding of economic, financial and legal conditions and be able to launch and run business.

Summary

Sales and Market Mechanisms module consists of Marketing, Sales and Consumer Behaviour subjects. In Marketing course students will be able to analyse different marketing tools, apply marketing principles, and evaluate the micro-and macro-environmental factors, use the correct scientific terms of marketing. Sales subject gives knowledge on sales, sales enterprises and develop practical skills which will help to work, set up and run sales business ventures, analyse company's business operations. Consumer Behaviour aims to understand the principles of consumer behaviour to the development and implementation of marketing strategies.

Learning Outcomes

1. To ensure an understanding of marketing for enterprise development
2. To be able to apply marketing related theory within an international perspective
3. To know and understand general sales principles as well as sales manager's function and responsibilities.
4. To be able to independently evaluate business environment, identify sales challenges and opportunities, map company's sales process.
5. To be able to take business decisions based on the consumer types and their behaviour patterns, as well as give problem analysis and solutions with proper argumentation and justification

Syllabus

1. Concept of marketing. Knowledge, analysis, evaluation of business environment.
2. Marketing strategies within an existing company and competitors.
3. Segmentation, target audience and positioning.
4. Marketing complex
5. Digital marketing & Social media
6. Key differences between sales and marketing. Sales circle. The important role of sales in an Organisation
7. Sales standard application in the organization. Standards' implementation
8. Understanding of sales environment. Different types of sales roles.

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| 9. How to build, manage and scale a sales team. Sales activity management. Roles and responsibilities of a sales manager |
| 10. Sales methodologies and selling techniques. |
| 11. Customer acquisition strategies to win new customers. CRM – customer relationship management. |
| 12. Sales planning, evaluation of sales efficiency. Classification of Sales. |
| 13. Retail and wholesale trade |
| 14. Negotiation: win win strategies |
| 15. Models of consumer behaviour |
| 16. Impact of the environment on consumer behaviour |
| 17. Consumer as an individual and participant of social environment |
| 18. Consumer decision-taking process |
| 19. Consumer behaviour research and modelling. Correlation between consumer behaviour and culture |
| 20. Portraying the target consumer of goods |
| 21. Consumer behaviour evaluation in the process of business decision making |

Evaluation procedure of knowledge and abilities

Examination
