

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Personal Sales
2. Course unit code: MAR 3006
3. Type of course: elective
4. Level of course unit: Master
5. Year of study: first, second
6. Semester: first, second, third
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Prof. D.Sc. Loretta Petrova Parashkevova, PhD
9. Learning outcomes of the course unit: acquired knowledge, skills and competences in the essence and types of sales, the sales practices and techniques, the interaction between salespeople and customers.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: knowledge in Marketing, Management and Planning
12. Course contents: The course in Personal Sales provides knowledge about the essence and types of sales, the sales practices and techniques. The course studies the interaction between customers and salespeople, as well as the process of buying and its organization.
13. Recommended or required reading:
 - Джоунз, Г. Торговый бизнес : как организовать и управлять / Гари Джоунз . - Москва : ИНФРА-М, 1996 . -
 - Гитомър, Д. Библия на продаването, 2010, Изток-Запад, 428 с.
 - Йозиолдаш, С. Учебник по управление на продажбите, 2009, Унив. изд. "Св. Св. Кирил и Методий".
14. Planned learning activities and teaching methods: lectures, team work, case studies, tests.
15. Assessment methods and criteria: The final grade is formed by: continuous assessment - value 0.5; exam - value of 0.5. Students are informed about their current results of their individual and group tasks during lectures, seminars and contact hours. The current results are available in the teacher's profile in eSchool. The overall grade is reported during the exam. It is also available on the site of VFU in the section "Student Status" (<https://student.vfu.bg:8443/index.jsp>). Students can also e-mail the lecturer lparashkevova@gmail.com or call on the office or mobile phone numbers known through email and the university site content.
16. Language of instruction: Bulgarian.
17. Work placement(s): none.