

International University of Logistics and Transport in Wrocław

Leading Item									
Module					ECTS points	5	Reference number of the study program	L/2024/SPS/S/P - L/2024/SPS/N/P	
Direction			Specialty				Academic year		
LOGISTICS			Trade and distribution logistics / Transport safety				system updated		
Term			VI		Year of study			III	
Form of studies		Stationary				Part-time			
Form of classes		Lecture	Exercises	Laboratories	Design	Lecture	Exercises	Laboratories	Design
Number of hours		20	20		20	12	15		15
TOGETHER		60				42			
Objective of the course		The aim of the course Sales Strategies and Employer Branding is to familiarize students with the principles of creating and implementing sales strategies and building an employer brand, developing market analysis							
Minimum knowledge required from the student before starting classes									
Basic knowledge of trade logistics and marketing.									
Recommended literature to study before starting classes									
Besanko D.2020: Microeconomics, EMEA Edition, Wydawnictwo Wiley, Warszawa									
SUBJECT-SPECIFIC LEARNING OUTCOMES (SLE)						KEU	EVALUATION METHODS		
	CODE	FORM				CODE	CODE	FORM	
KNOWLEDGE	W1	Has basic knowledge of the functioning of enterprises and their environment, including sales and				K1_W01_L	M04	Written exam in the form of open tasks	
	W2	Understands the basic principles of organizational operation and management processes in the context				K1_W02_L	M04	Written exam in the form of open tasks	
	W3	Knows the general principles of sales, marketing and employer branding processes and their market				K1_W10_L	M04	Written exam in the form of open tasks	
SKILLS	U01	Is able to analyze and interpret processes and phenomena occurring in the enterprise and its				K1_U01_L	MO8	Written test in the form of open tasks	
	U02	Is able to identify problems, obtain information and develop simple solutions in the area of sales and				K1_U07_L	MO8	Written test in the form of open tasks	
	U03	Is able to prepare and present oral and written conclusions and studies regarding sales and employer branding activities.				K1_U08_L	MO10	Passing the project	
SOCIAL COMPETENCES	K01	Is ready to think and act in an entrepreneurial manner and to create and implement marketing and sales projects, including employer branding activities				K1_K01_L_P	MO15	Assessment of activity during classes	
Subject content	Lectures	Introduction to sales strategy and the importance of planning in business, Key elements of an effective sales strategy in various sectors, The process of building an employer brand – theory and practice, Customer relationships and their impact on sales results, Trends and innovations in sales strategies, Employer Branding and attracting and retaining talent, The role of communication and storytelling in sales and EB, Market analysis and segmentation in the context of sales strategy, Integrating sales strategy with marketing and HR activities, Challenges and ethics in sales and building an employer brand							
	Exercises	Creating a general sales strategy plan for a selected market, Analysis of the selected brand in terms of employer branding, Exercises in customer segmentation and targeting, Simulation of the sales process – from first contact to finalization of the transaction, Designing recruitment messages supporting EB, Evaluation of the competition and identification of sales advantages, Case study: implementing EB strategies in various industries, Workshop on the use of storytelling in sales and EB, Creating a simple model for measuring the effectiveness of sales activities, Discussion and analysis of real problems in sales and EB strategies							
	Design	Development of a sales strategy and employer branding activities for a selected company							
	CODE	FORM							

Teaching methods	MD2	Informative lecture using multimedia techniques
	MD16	Laboratory exercises – solving tasks and problems
Compulsory literature	1	Burchard B. 2008: The Student Leadership Guide, Morgan James Publishing, Nowy Jork
	2	"Winston L. 2014. Marketing Analytics - Data-Driven Techniques with Microsoft Excel, Wydawnictwo Wayne L Winston, Bloomington"
	3	Knaflic N. 2015: Storytelling with Data: A Data Visualization Guide for Business Professionals, Wydawnictwo Wiley John + Sons, New Jersey
Additional literature	1	brak.
Conditions for passing the course		
<p>To pass the course entitled Sales Strategies and EB, you must pass the lecture (M04 Written Exam with Open-End Questions), the tutorials (M08 Written Test with Open-End Questions), and the project. Additionally, a grade based on student activity during the course will be considered. The grade is calculated using the following formula: Lecture (W): 30% of the final grade plus Tutorials (C): 40% of the final grade + Project (P): 30% of the final grade.</p>		