

## Course: Professional Skills 4

credits: 5

<b>Course code</b>	CIVP21SKI4
<b>Name</b>	Professional Skills 4
<b>Study year</b>	2022-2023
<b>ECTS credits</b>	5
<b>Language</b>	English
<b>Coordinator</b>	J. Jager

<b>Modes of delivery</b>	Lecture Tutorial
<b>Assessments</b>	Communication English 4 - Assignment - Other assessment Communication English 4 - Written Test - Computer, organised by STAD examinations Intercultural Competencies 2 -Assignment - Other assessment Sales Training - Interview - Other assessment

### Learning outcomes

Upon successful completion of this course students will be able to:

#### BCE 4

1. Apply and use the grammar, idiom and vocabulary instructed during this course;
2. Summarise an English text about a marketing-related topic. (CEFR level B1/B2);
3. Conduct a sales interview and a sales talk using correct and appropriate vocabulary and grammatical structures;
4. Identify the principles of persuasive texts aimed at specific target groups and apply these in your own promotional material.

#### SALES

1. Give an attractive and convincing sales pitch;
2. Attract the attention of and hold a sales conversation with a potential customer in a B2C sales setting;
3. Deal with objections, resistance and questions of a B2C customer and is able to close a deal;
4. Identify the difference between a sales conversation in a B2C and B2B setting;
5. Apply the basic structure of a B2B sales conversation in roleplay.

#### ICC 2

1. Give a presentation, in efficient collaboration within a culturally mixed team, relevant cultural theories in grammatically correct English, using audio-visual equipment, in a professional environment;
2. Identify and describe cultural differences and steps in the culture awareness process, resulting in the ability to show changes in behavioural patterns;
3. Write a portfolio by analysing various countries in terms of business culture and etiquette;

### Content

#### Level:

Introduction

#### Content:

The course uses three topics to provide an inclusive view on which professional skills are needed in IPA 4 and as part of the students' professional identity.

#### BCE 4

During BCE classes, lectures/workshops are offered about grammar, theory and exercises. We will practice summarizing based on articles from e.g. The Economist. Apart from that, we will focus on writing skills and speaking skills with practical sessions, including examples and workshops on persuasive speaking and holding sales talks and interviews. We will also focus on the theory on Corporate Identity and, of course, provide assistance for whatever is required for the fair, its organization as well as the promotional material suitable for the trade exhibition.

#### SALES

The sales training course is built around the IPA 4 project in which students develop and sell their own product. In Sales Training students will develop sales skills that will help them to improve their sales performance in the IPA 4 project.

Students will start by practising a Sales pitch where the focus will be on how to interest a potential customer in their product with a short pitch. A pitch is a form of 1-way communication.

The next step is going from 1-way to 2-way communication with practising a B2C sales setting as can be expected at the IPA 4 fair through roleplaying. Students will learn how to attract the attention of potential customers and will learn how to deal with questions, objections or resistance from potential customers.

The last step in the Sales training course is getting acquainted with a B2B selling situation which is significantly different from a B2C sales conversation. Students will practice this in role-playing and also the IPA 4 product takes centre stage. A B2B sales talk usually takes longer than a B2C sales talk. When selling a product to another business, the main goal is building a partnership. Businesses are looking for solutions for their problems or needs. It is the task of the salesperson to find out what the needs/problems are by asking the right, open questions.

#### ICC 2

In this ICC course, we will continue to focus on creating awareness of what it means to be part of and work in a multicultural environment. Also, we will pay close attention to the role culture plays in the business environment, including business etiquette rules, and we will discuss the phases of the cultural awareness process through

student- and teacher-led activities.

**Literature/study materials:**

For the latest info, go to the reading list on intranet:  
Hanze.nl/marketingprogramme or the Blackboard course.

**Included in programme(s)**

Marketing Management

**School(s)**

School of Business, Marketing and Finance

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