Course: Professional Identity 5 — credits: 5

Course code	CIVB26PI5
Name	Professional Identity 5
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	Y.A. Chuhu
Modes of delivery	Tutorial
Assessments	Sales Training - Other assessment Storytelling - Other assessment

Learning outcomes

Upon successful completion of this course students will be able to

Sales Training

1. Apply the structure of a B2B sales conversation in roleplay;
2. show in a roleplay that they can lead a conversation in professional, goal-oriented and commercial way;
3. identify the needs of a B2B customer by listening and applying the correct questioning techniques and closing a commercial attractive deal;
4. build a relationship with a customer based on a long-term partnership.

Storytelling

1. Identify why and how stories work in a business and marketing context;
2. effectively use storytelling structures and components to craft a story that sticks;
3. deliver a compelling business narrative that bridges the gap between stakeholders and a company, in a specific business context.

Content

Level

Intermediate

Content

The course uses two main topics (Sales and Storytelling) to develop the skills needed for IPA 6 as part of the student's professional identity. In IPA 6 you will develop a marketing communication campaign and pitch it to a client in a convincing way.

Sales Training

Selling is a profession in which, to be successful, you need knowledge of your product or service, the (prospective) client, the goals you aim to achieve, as well as effective sales conversation and negotiation techniques. Since the sales professional represents the company, it is also important that you understand how you come across to others, the image you convey, and how you can influence others effectively.

The training sessions consist of role play, giving feedback, and learning from each other. You learn the skills needed for an effective sales conversation and the phases it consists of. You learn how to identify customer needs and tailor your offer accordingly in order to sell your solution in a convincing and successful way.

Storytelling

Imagine this story:
Your business is in shambles. A marketing campaign has failed, you are short on budget, and your most valuable client has left. Your dream to start a successful business no longer seems realistic.
And then… something changes:
You find a way to clearly explain your value. Your message connects with customers, restores trust, and helps your business move forward. You feel relieved and confident again. Your story works!

This course focuses on storytelling as a professional marketing skill. You will learn how to apply storytelling structures and key components to craft clear and compelling business stories. You will practice delivering business narratives that communicate ideas and strategies effectively to stakeholders in a specific business context. These skills are essential for your future role as a marketing professional.

Literature/study materials

See Brightspace.

Included in programme(s)

Consumer Behaviour and Marketing in a Digital World Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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