

**Subject card**

<b>Subject name and code</b>	B2B Marketing and Negotiation Techniques, PG_00199683						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Konewka				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	20.0	0.0	35
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	<b>Number of study hours</b>	35	0.0	15.0	50		
<b>Subject objectives</b>	Understanding the mechanisms of the investment goods market and the decision-making process of purchasing by companies on the B2B market. Learning the basic mechanisms, techniques and tactics of negotiation. Defining and how to achieve negotiation goals. Learning basic social influence techniques.						
<b>Learning outcomes</b>	<b>Course outcome</b>	<b>Subject outcome</b>			<b>Method of verification</b>		
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	student is ready to actively participate in groups, organizations and institutions implementing professional projects regarding the functioning of business entities. Projects are discussed and approved during consultations with the instructor			[SK4] test/exam - oral or written		
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	student knows and understands the types of economic ties and the regularities governing them, understands the conditions and principles of functioning of the market and the market mechanism, in the national, international and global aspect			[SW3] text preparation/written work		
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	student is able to plan a commercial transaction on the international market and manage its implementation, conducts effective negotiations, analyzes and critically evaluates the course of the transaction			[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written		

Subject contents	<p><b>1. Specificity of marketing of industrial goods and services</b></p> <p>The specificity of B2B marketing. Consumer goods markets versus industrial goods markets. Differences between consumer marketing and B2B marketing. Types of customers of the industrial goods and services market. Processes taking place in enterprises operating on the B2B market.</p> <p><b>2. Rules for organizing purchases by an organized buyer</b></p> <p>The purchasing process in commercial enterprises. The role of enterprise size. Purchasing procedures. The purchasing process in budgetary units and institutions - public procurement.</p> <p><b>3. The importance of relationships with an organized buyer</b></p> <p>The concept of an organization's purchasing center and its role. The course of the purchase process. Ways to evaluate suppliers. Connections - types of connections due to the intensification of cooperation. Main elements of the purchasing process in the organization.</p> <p><b>4. Planning the marketing of industrial goods and services</b></p> <p>The strategic role of marketing. Strategic alliances. Ethical problems of B2B marketing. Marketing planning B2B. Assortment management for the industrial goods and services market. Service management for industrial goods and services markets. Management of marketing channels for industrial goods and services. B2B marketing strategy assessment.</p> <p><b>5. Basic aspects and types of negotiations</b></p> <p>Negotiation tools. Stress in negotiations. Cultural differences.</p> <p><b>6. Negotiation strategies</b></p> <p>Creating value. Submitting proposals. Manipulations in the negotiation process.</p> <p><b>7. Social influence techniques and negotiations</b></p> <p>Communication. The role of words in verbal communication. Negotiations and emotions. Sequential techniques.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. M. Urbaniak: Marketing przemysłowy, INFOR, Warszawa 1999</li> <li>2. M.D. Hutt, Th.W. Speh: Zarządzanie marketingiem. Strategia rynku dóbr i usług przemysłowych, PWN 1997</li> <li>3. K. Fonfara: Marketing partnerski na rynku przedsiębiorstw, PWE, Warszawa, 1999</li> <li>4. S. Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018</li> <li>5. Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022</li> </ol>	

	Supplementary literature	<p>1. K.Karcz, Z.Kedzior: Marketing przemysłowy, wybrana zagadnienia, AE Katowice, Katowice 1999</p> <p>2. D. Dolinski, T. Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022</p> <p>3. A. Sperska, The use of marketing indicators in sales and marketing management in the B2B sector in Poland - barriers and problems, Zeszyty Studenckie Wydziału Ekonomicznego Uniwersytetu Gdańskiego NASZE STUDIA, 2017</p>
Example issues/ example questions/ tasks being completed	eResources addresses	
Work placement	Not applicable	

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