

1. Field of study	Creative management in new media
2. Faculty	Krzysztof Kieślowski Film School
3. Academic year of entry	2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Module: Sales techniques of multimedia products

Module code: W8-ZN-S2-TSDM

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
TSDM_1	Student has knowledge of sales techniques, analysis of sales results, sales and distribution channels.	K_W08	4
TSDM_2	Student has knowledge about how to reach potential recipients of their audiovisual works.	K_W05	5
TSDM_3	Student has the skills to present the project well, focus on attention and persuade others.	K_U07	5
TSDM_4	Student has the ability to properly present his own multimedia project, taking into account what is most important in it.	K_U08	4
TSDM_5	Student is aware of self-presentation and the essence of dialogue with the client.	K_K05	4
TSDM_6	Student understands the importance of mutual respect and trust in business, as well as the importance of honest and professional cooperation with the client.	K_K07	3

3. Module description

Description	The aim of the course is to prepare the student for the sale of his multimedia works. Issues that will be discussed include: preparing for a conversation with the client, setting the purpose of the conversation, building good, original contact with the client, building a long-term, mutually beneficial commercial relationship, recognizing and taking into account in the client's type of personality negotiations. In the further part of the course the student will learn to recognize the client's needs, obtain the information necessary to prepare the arguments, deal with the reluctance to cooperate, reservations, deal with criticism, pressure and manipulation, close sales, negotiate transaction terms in a way that gives both parties the greatest satisfaction.
Prerequisites	Student has to be able to take risk.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
TSDM_w_1	Test	Test of knowledge in writing or verifying the student's competence in the following areas: general knowledge about the sale of the work on the web, business skills, knowledge of the basics of selling the work on the example of their own business. The student should be after the sales analysis of his work.	TSDM_1, TSDM_2
TSDM_w_2	Continuous evaluation	Ongoing evaluation of an individual student's work in the field of his own activities aiming at the sale of a work on the web. Observation of the student in terms of knowledge of the value of his work. The student prepares for the theoretical knowledge exam and prepares a graphic plan for the sale of his work.	TSDM_3, TSDM_4, TSDM_5, TSDM_6

5. Forms of teaching						
code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
TSDM_fs_1	lecture	Theoretical lecture, discussion on the appropriate forms of selling the work. The student will learn about the sales stages of the work, its benefits and dangers, as well as the consequences of poor sales of the work.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature.	15	TSDM_w_1
TSDM_fs_2	practical classes	Activating method, group work and analysis of sales between your works among themselves, everyone will be able to ask questions to others, and will be subject to their evaluation.	15	Independent implementation of the material section indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course.	15	TSDM_w_2