Communication & Sales Training

Academic course

Ulysseus
EUROPEAN UNIVERSITY

Level of course unit: Master

ECTS: 3

Language of Instruction: English

Course Dates: tbd
Course will take place on site at the MCI in Innsbruck

Learning Outcomes:

The students are able to understand, analyze and manage communication as a means for structuring complex social systems rooted in the relevant cultural background; they are skilled in the precise use of behavior and rhetoric, and know how to select arguments for, convince, and negotiate with, others in a way sensitive to cultural issues. The students improve their communication and feedback skills and develop joint concepts of complex social system in a team. They know how to speak extempore in a convincing and rhetorically effective way, to use the right arguments in line with the principles of effective marketing and to successfully make their case. Through active self-analysis the students broaden their room for maneuver and their action competences; they are familiar with leadership methods and the relevant communication tools.

This course is designed for students who are interested in learning about personal selling by hospitality and tourism firms engaged in business-to-business marketing. The objectives of the course are to provide students: (1) with an understanding of the theory and practice of personal selling as used by organizations to develop long-term partnerships with customers; and (2) enhance students' ability to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy.

Contact Person for registration:
internationalcentre@ulysseus.eu

Application Deadline: 31.08.2022

Available Spots: 3

Fee: EUR 20, 70 (Austrian Students' Union Fee)