

Title <b>Marketing in trade and services</b>	Code <b>1011104361011140879</b>
Field <b>Management - Part-time studies - First-cycle studies</b>	Year / Semester <b>3 / 6</b>
Specialty -	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: <b>10</b> Laboratory: -    Projects / seminars: -	Number of credits <b>4</b>
	Language <b>polish</b>

**Lecturer:**

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**Status of the course in the study program:**

- elective; 3 year/6 semester

**Assumptions and objectives of the course:**

Mastering the knowledge and skills of students in conducting marketing activities in retail and service businesses.

**Contents of the course (course description):**

Commercial and service enterprises as market entities. The service and its properties. Marketing classifications of services (Silvestro classification: professional services, workshop services, mass services; Lovelock'a classification schemes). Marketing research and services market segmentation . The system of marketing services - the external, internal and interactive marketing. Traditional and relational marketing in service activities. Marketing Mix in services - models: 4P, 5P, 7P. Services marketing strategies, pricing of services, distribution and promotion of services. People, process, physical evidence, customer service (including service standards) as part of the marketing mix. Service staff; internal and interactive marketing. Fundamentals of relational marketing in service activities. Commercial marketing as a modern concept of a trading company management. Strategies and instruments of commercial marketing. Wholesaling and retailing trade techniques. Quantitative and qualitative assessment of commercial assortment - contribution margins, inventory, inventory turnover, GMROI etc.

**Introductory courses and the required pre-knowledge:**

The course of the foundations of marketing and marketing research.

**Courses form and teaching methods:**

Lecture illustrated with slides.  
Practical exercises with scenarios containing tasks, issues for discussion, case studies, etc.

**Form and terms of complete the course - requirements and assessment methods:**

Lectures - passing the test  
Exercises - written test and solution of case studies

**Basic Bibliography:**

**Additional Bibliography:**