

Title Market strategies	Code 1011102331011140529
Field Management	Year / Semester 2 / 3
Specialty Enterprise Management	Course elective
Hours Lectures: - Classes: - Laboratory: - Projects / seminars: 15	Number of credits 1
	Language polish

Lecturer:

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Status of the course in the study program:

Elective, 2 year/3 semester

Assumptions and objectives of the course:

Acquiring knowledge and skills in identifying, developing, and adapting to the needs of company and market strategy of the company

Contents of the course (course description):

Marketing management. Strategic Marketing. Marketing strategy. Evaluation of marketing strategies. Product strategies (growth strategy and product market shares, strategy of attractiveness and business strength, analysis of product growth in the market, the strategy of leadership in the market). Pricing strategies (quality-price strategies, discounts strategies, crisis pricing strategies). Strategies of market coverage. Strategies in the communication process (creative strategy, media strategy). Market development strategy based on new target groups. Marketing strategies offensive and defensive. Competitive strategies. Strategies based on volume and market capacity. Strategies based on spatial analysis.

Introductory courses and the required pre-knowledge:

Knowledge from the basics of marketing and marketing research

Courses form and teaching methods:

Lecture supported by audiovisual means

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

Developing a set of market strategies for the selected company

Basic Bibliography:

Additional Bibliography: