

Title Marketing in trade and services	Code 1011101371011140716
Field Management - Full-time studies - First-cycle studies	Year / Semester 4 / 7
Specialty -	Course elective
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 4
	Language polish

Lecturer:

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Status of the course in the study program:

- elective; 3 year/5semester

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:

Lecturea 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: