

| STUDY MODULE DESCRIPTION FORM | | |
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| Name of the module/subject Marketing | | Code 1011101331011140393 |
| Field of study Engineering Management - Full-time studies - | Profile of study (general academic, practical) general academic | Year /Semester 2 / 3 |
| Elective path/specialty - | Subject offered in: Polish | Course (compulsory, elective) obligatory |
| Cycle of study: First-cycle studies | Form of study (full-time, part-time) full-time | |
| No. of hours Lecture: 30 Classes: 15 Laboratory: - Project/seminars: - | | No. of credits 5 |
| Status of the course in the study program (Basic, major, other) other | | (university-wide, from another field) university-wide |
| Education areas and fields of science and art social sciences | | ECTS distribution (number and %) 5 100% |
| Responsible for subject / lecturer: prof. dr hab. inż. Władysław Mantura email: wladyslaw.mantura@put.poznan.pl tel. 061 665 34 04 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań | | Responsible for subject / lecturer: dr inż. Maciej Szafrński email: maciej.szafranski@put.poznan.pl tel. (61) 665 34 03 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań |
| Prerequisites in terms of knowledge, skills and social competencies: | | |
| 1 | Knowledge | Basic knowledge of economics and management sciences. |
| 2 | Skills | Ability to interpret and describe the fundamental rights and economic processes that affect the company's operations. |
| 3 | Social competencies | Awareness of the social context of activities of enterprises and understanding of basic social phenomena. |
| Assumptions and objectives of the course: The aim of the course is to acquire knowledge, skills and competence in concepts, issues, patterns and methods of solving marketing problems. | | |
| Study outcomes and reference to the educational results for a field of study | | |
| Knowledge: | | |
| 1. . Basic knowledge of the place and importance of marketing in the sciences, industry and company. - [K1A_W01] | | |
| 2. Knowledge of the basic terminology and scope of marketing. - [K1A_W20] | | |
| 3. Knowledge and understanding of the basic operations, methods and marketing tools. - [K1A_W5, K1A_W14] | | |
| 4. Basic knowledge of the market aspects of marketing. - [K1A_W13] | | |
| Skills: | | |
| 1. Ability to describe and analyze the economic and social effects of marketing. - [K1A_U01] | | |
| 2. Ability to use the methods and marketing tools to solve problems. - [K1A_U07] | | |
| 3. Ability to make decisions about solutions to the marketing mix. - [K1A_U06] | | |
| 4. Ability to formulate and analyze marketing issues and problems occurring in enterprise management. - [K1A_U03] | | |
| Social competencies: | | |
| 1. Awareness of the need for constant self-education in the field of marketing. - [K1A_K01] | | |
| 2. Awareness of the importance of marketing for the maintenance and development of social and economic relations. - [K1A_K03] | | |
| 3. Preparation to active participation in groups and organizations leading marketing activities. - [K1A_U02] | | |
| 4. Awareness of the importance of ethics in marketing. - [K1A_K04] | | |

| Assessment methods of study outcomes | | |
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| Forming rating: The current assessment during exercise. Evaluation of responses to questions about the material learnt on the previous lectures Summary rating: Examination of the lectures. Colloquium of a class exercise. | | |
| Course description | | |
| The origin and concept of marketing - its place in the actions of the enterprise. Structures and varieties of marketing. Basic functions of marketing. Market environment the company. Market competition. Behavior of buyers. Marketing information system. Research and analysis of the market ? market and its functions, market segmentation, market forms, the choice of target market. Marketing-mix as a concept for impact on the market. Marketing approach of product and assortment. Systems and distribution channels. Pricing of products. Methods of promotion. Marketing management in the enterprise. Organization of marketing activities. | | |
| Basic bibliography: | | |
| 1. Marketing, Kotler P., Rebis, Warszawa, 2006 2. Marketing - podręcznik europejski, Kotler Ph., Armstrong G., Saunders J., Wong V, PWE, Warszawa, 2002 3. Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2002 4. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011 | | |
| Additional bibliography: | | |
| 1. International Marketing and Business in the CEE Markets, Szymura-Tyc M., Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2009 2. Kompendium wiedzy o marketingu, Pilarczyk B., Mruk H., PWN, Warszawa 2006. | | |
| Result of average student's workload | | |
| Activity | Time (working hours) | |
| 1. lectures | 30 | |
| 2. classes | 15 | |
| 3. self-studying | 25 | |
| 4. consultation | 26 | |
| 5. preparation to pass and exam | 25 | |
| 6. pass and exam | 4 | |
| Student's workload | | |
| Source of workload | hours | ECTS |
| Total workload | 125 | 5 |
| Contact hours | 45 | 0 |
| Practical activities | 80 | 0 |