

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Market Strategies		Code 1011105231011145124
Field of study Corporate Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: - Classes: 10 Laboratory: - Project/seminars: -		No. of credits 1
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 1 100%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has basic knowledge from marketing and management.
2	Skills	The student is able to interpret and describe the factors that affect the market mechanism of formulating of market strategies in the enterprise.
3	Social competencies	The student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
Assumptions and objectives of the course: Gaining of knowledge and mastery of skills in the identification, development, and adaptation of enterprise's strategies to the needs of enterprise and the market.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has knowledge about the significance and interrelationships of market strategies. - [K2A_W05] 2. The student knows and understands the ways of functioning of the techniques and tools that form market strategies of the enterprise. - [K2A_W08] 3. The student has knowledge of marketing strategies and their impact on the functioning of enterprise. - [K2A_W09]		
Skills:		
1. The student is able to identify market factors that affect adjustment of right market strategy for the enterprise. - [K2A_U02] 2. The student is able to classify market strategies and their relationship with the target groups of customers and the assortment of enterprise. - [K2A_U03, K2A_U06] 3. The student is able to make an economic assessment of the selection of market strategy. - [K2A_U04] 4. The student is able to use research techniques and methods for determining the appropriate market strategy for the selected enterprise. - [K2A_U05, K2A_U06]		
Social competencies:		
1. Student is able to use modern information and communication technologies both for professional use as well as personal life in a conscious and effecting way - [K2A_K06] 2. Students can proceed in enterprising way both in professional and personal life - [K2A_K06] 3. The student is able to see dependence of cause and effect in achieving the set objectives and set the importance of alternative or competing tasks - [K2A_K03]		

Assessment methods of study outcomes		
<p>Forming rating: short discussions checking the effectiveness of the education process, adapting teaching to the level of students and showing the range of the material possessed within the market strategies. Overview of the various strategies with regard to chosen enterprise.</p> <p>Summary rating: Elaboration containing all discussed strategies, group defense of the project, a summary of the project with the defense takes place in the 14th week of the semester.</p>		
Course description		
<p>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.</p>		
<p>Basic bibliography:</p> <ol style="list-style-type: none"> 1. Kotler P., Keller K.L., Marketing Management 14th Edition, Pearson Educatin Limited, 2012 2. Marketing: koncepcje, strategie, trendy, pod red. H. Mruka, Wyd. UE, Poznań 2012. 3. Analiza rynku, Mruk H, PWE, Warszawa, 2002 4. Mynarski S., Analiza rynku, Wyd. Akademii Ekonomicznej, Kraków, 2000 5. Goliński M., Zarządzanie nowymi produktami, Wydawnictwo Politechniki Poznańskiej, Poznań 2012 		
<p>Additional bibliography:</p> <ol style="list-style-type: none"> 1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wyd. PP, Poznań 2000 2. Praktyczna analiza danych w marketingu i badaniach rynku, Wyd. StatSoft Polska, Kraków 2010 		
Result of average student's workload		
Activity	Time (working hours)	
1. Classes	10	
2. Consultations	5	
3. Own work	10	
Student's workload		
Source of workload	hours	ECTS
Total workload	25	1
Contact hours	15	1
Practical activities	5	1