

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Promotion Techniques		Code 1011105231011141557
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	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: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
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		ECTS distribution (number and %)
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	A student has basic knowledge of marketing.
2	Skills	A student is able to interpret and describe the factors that affect the market mechanism for the formation of a promotional offer of the enterprise.
3	Social competencies	A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
Assumptions and objectives of the course: Acquisition of knowledge about promotional methods and tools to master the ability to apply basic creative and media strategies for the purpose of marketing communications.		
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 marketing communication techniques and methods of promotion in marketing mix. - [K2A_W01] 2. The student knows basic terminology related to marketing communication and promotion techniques and methods - [K2A_W05] 3. The student has knowledge of the media and creative strategies used in the methods of promotion - [K2A_W09] 4. The student knows and understands the ways of functioning of the techniques and tools of marketing communication of enterprise. - [K2A_W12] 5. The student has knowledge of the techniques and research methods used in the development and improvement of promotional message. - [K2A_W15] 6. The student knows general principles of the creation and development of forms of individual entrepreneurship, using knowledge of engineering, economics and management - [K2A_W18]		
Skills:		

<p>1. The student is able to design stages of promotion. - [K2A_U01, K2A_U02]</p> <p>2. The student is able to to classify the benefits included in promotional messages related with the assortment of the enterprise for a select group of the target customers. - [K2A_U03]</p> <p>3. The student is able to apply the techniques and methods which ensure effective communication between enterprise and market environment. - [K2A_U05]</p> <p>4. The student is able to make an economic assessment of the decisions taken in the field of promotional activities - [K2A_U06]</p> <p>5. The student is able to use research techniques and methods for the development and verification of promotional message. - [K2A_U07]</p>
<p>Social competencies:</p> <p>1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of promotional techniques and methods. - [K2A_K01]</p> <p>2. The student is aware of the significance of the decision in the area of marketing communication and its impact on the behavior of buyers - [K2A_K02]</p> <p>3. Potrafi w sposób świadomy i efektywny wykorzystywać nowoczesne technologie teleinformatyczne zarówno na potrzeby zawodowym, jak i w życiu prywatnym. - [K2A_K06]</p> <p>4. Students can use modern information and communication technologies in professional and personal life in a conscious and effective way - [K2A_K07]</p> <p>5. Students can use the ability to act in creative and innovative way in professional and personal life - [K2A_K05]</p> <p>6. 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]</p>

Assessment methods of study outcomes	
<p>Forming rating: a brief discussion checking the effectiveness of the education process, adapting teaching to the level of students, and showing students the range of the material possessed within the methods of promotion.</p> <p>Summary rating: written colloquium takes about 60 minutes. including theoretical questions to be confirmed with an example, the colloquium is usually done in the 14th week of the semester</p>	
Course description	
<p>Promotion as marketing communication process. The main objectives and sub-objectives of the campaign. Characteristics of the target group - a description of the target recipient of the message. Determination of the promotional mix in the implemented campaign - the characteristics of promotional tools. Advertising budget - the method for setting the budget. Factors affecting the level of expenditure on the advertising campaign. Methods of media planning, stages of media plan. Creative strategy - the promise of message - a unique sale offer of advertising message. Parameters characterizing the advertising campaign - the range, frequency and penetration index of advertisement. The costs of reaching the target group. Research on the effectiveness and ways to strengthen the advertising message (comparison of sales value, brand awareness research, assisted and spontaneous knowledge, econometric models, the design of the questionnaire). Psychological determinants of advertising. Legal and ethical aspects of promotion. Subjective structures implementing advertising campaigns.</p>	
Basic bibliography:	
<p>1. Kotler P., Keller K.L., Marketing Management 14th Edition, Pearson Educatin Limited, 2012</p> <p>2. Varey R. J., Marketing Communication Principles and Practice, 2002</p> <p>3. Bonek T., Biznes na Facebooku i nie tylko, Wyd. Wolters Kluwer, Warszawa 2013</p> <p>4. Rutkowski I., Strategie produktu. Koncepcje i metody zarządzania ofertą produktową. Wyd. PWE, Warszawa 2011</p> <p>5. Wiktor J.W. Promocja: system komunikacji przedsiębiorstwa z rynkiem Wydawnictwo Naukowe PWN, 2006</p> <p>6. Nowacki R., Reklama, Wydawnictwo Difin, 2005</p> <p>7. Bondarowska K., Metody promocji, negocjacji i techniki sprzedaży, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010</p> <p>8. Tesławski M i Przyjaciele, Techniki promocji sprzedaży, Wydawnictwo Słowa i Myśli, 2016</p>	
Additional bibliography:	
<p>1. Wiktor J.W., Komunikacja marketingowa, Wydawnictwo Naukowe PWN, wyd. 2, Warszawa, 2013</p> <p>2. Marketing: koncepcje, strategie, trendy, red. H. Mruk, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, 2012</p>	
Result of average student's workload	
Activity	Time (working hours)

1. Lectures	15	
2. Preparing to pass the lecture	24	
3. Consultation	8	
4. Pass	3	
Student's workload		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	26	1
Practical activities	0	0