

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing		Code 1011101331011140393
Field of study Logistics - Full-time studies - First-cycle studies	Profile of study (general academic, practical) general academic	Year /Semester 2 / 3
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective
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: e-mail: wladyslaw.mantura@put.poznan.pl tel. tel. 61 665 34 04 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		Responsible for subject / lecturer: dr inż. Maciej Szafranski 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, logistics and organizational and management sciences.
2	Skills	Is able to interpret and describe: economic phenomena affecting the enterprise, logistic processes in the enterprise. He can assess the way of achieving goals while maintaining good relations with partners and colleagues.
3	Social competencies	He is aware of his knowledge in the field of economics, logistics and organization and management sciences, and understands and analyzes the basic social phenomena associated with them.
Assumptions and objectives of the course: The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, correctness and methods of solving marketing problems, including logistics		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Has basic knowledge about the place and importance of marketing in the system of sciences and its subject and methodological specifications. - [K1A_W22]		
2. He knows the elementary terminology in the area of marketing. - [K1A_W22]		
3. He knows and understands the basic marketing instruments and strategic aspects of marketing. - [K1A_W22]		
4. Has basic knowledge of the main directions of development and the most important achievements in the field of marketing. - [K1A_W24]		
5. He knows the historical and practical variability of the meanings of concepts in the area of marketing. - [K1A_W28]		
Skills:		
1. He perceives, observes and interprets social phenomena concerning marketing. - [K1A_U13]		
2. Uses theoretical knowledge to describe and analyze social processes and phenomena related to marketing. - [K1A_U14]		
3. Analyzes the causes of the processes and marketing phenomena and analyzes and participates in the resolution of proposed solutions to problems relating to marketing. - [K1A_U13]		
4. He can use basic marketing concepts, research paradigms in typical professional situations. - [K1A_U15]		
5. He can formulate, express, present and argue detailed marketing issues in management, in particular in logistics. - [K1A_U15]		
Social competencies:		

1. He is aware of his knowledge and skills in the area of marketing and understands the need for continuous improvement. - [K1A_K04]
2. Is aware of the importance of marketing for maintaining and developing social and economic ties at various levels. - [K1A_K02]
3. He is prepared to actively participate in groups and organizations undertaking marketing activities. - [K1A_K03]
4. He can communicate with the environment and provide basic knowledge about marketing. - [K1A_K07]
5. He can complete and improve acquired knowledge and skills. - [KInzA_W05]
6. He is able to take responsibility for the tasks entrusted to him. - [K1A_K05]
7. Is aware of the importance of behaving in a professional and ethical way. - [K1A_K06]

Assessment methods of study outcomes		
Forming rating: Lecture - short discussions checking the effectiveness of the learning process. Exercises - current presentation of issues carried out as part of the exercises.		
Summary rating: Exam lectures. Exercises - presentation and defense of completed tasks		
Course description		
Genesis and the concept of marketing - its place in the functioning of the enterprise. Logistics in marketing. Market environment of the enterprise. Marketing structures and types, basic marketing functions. Marketing of logistic services. Buyer behavior. Market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, selection of the target market. Marketing mix as a concept of impact on the market. Market impact through the product, distribution, prices and promotion. Distribution logistics. Marketing management. Organization of marketing activities. Didactic methods: informative lecture, methods: practice and field measurements.		
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. Literature studying	40	
4. Preparation for the exam	15	
Student's workload		
Source of workload	hours	ECTS
Total workload	125	5
Contact hours	45	1
Practical activities	15	1