

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing		Code 1010612211010640019
Field of study Mechanika i budowa maszyn	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Product engineering (Inżynieria produktu)	Subject offered in: English	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 2 Classes: - Laboratory: - Project/seminars: 1		No. of credits 3
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 social sciences Economics		ECTS distribution (number and %) 3 100% 3 100%
Responsible for subject / lecturer: dr inż. Krzysztof Koper email: krzysztof.koper@put.poznan.pl tel. 61 665 2110 Maszyn Roboczych i Transportu ul. Piotrowo 3, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student has a basic understanding of modern business economy and rudimentary forms of market oriented activities.
2	Skills	Student is able to relate to an exemplary technical object and its market background, developing it at a meta-level.
3	Social competencies	Student is able to work in a group project, to develop and share ideas with other group members.
Assumptions and objectives of the course: Introducing the marketing approach to a product, creating awareness that not only technical requirements stated by potential customers are the source of industrial products market status, tutoring to develop a marketing strategy.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Has an in-depth knowledge of marketing approach to industrial products in modern business economy. - [K2A_W14]		
2. Knows the difference between industry standards and market requirements. - [K2A_W09]		
Skills:		
1. Is able to prepare a marketing strategy outline based on literature and other sources of information, including online sources and submit an oral presentation. - [K2A_U02]		
Social competencies:		
1. Is aware of and understands the importance and impact of non-technical aspects of mechanical engineering activities. - [K2A_K02]		
2. Is able to interact in a group taking on the different roles. - [K2A_K03]		
3. Is able to set priorities for realization of undertaken tasks. - [K2A_K04]		
4. Is able to think and act in an entrepreneurial manner. - [K2A_K05]		
Assessment methods of study outcomes		
Exam (written), preparation and presentation of a group project.		

Course description		
<p>Definition of marketing and its area of scientific and practical interest. Functions of marketing, current trends in development of marketing theory and practice. Market value and life cycle of technical objects. Customer and market requirements, market segmentation, stages of market interactions. Developing marketing strategies and plan. The marketing research system, insight, gathering and analysing marketing information.</p>		
<p>Basic bibliography:</p> <ol style="list-style-type: none"> 1. P. Kotler, K. Keller, Marketing Management (14th Edition), Prentice Hall 2011 2. S. C. Jain, Marketing Planning & Strategy (6th Edition), Cengage South-Western 1999 		
<p>Additional bibliography:</p> <ol style="list-style-type: none"> 1. P. Hague, N. Hague, C.A. Morgan, Market research in practice: a guide to the basics, Kogan Page Limited 2004 2. Kotler P. et al, Principles of Marketing (2nd European Edition), Prentice Hall Europe 1999 		
Result of average student's workload		
Activity	Time (working hours)	
1. Lecture/seminar participation	45	
2. Consolidation of lecture content	5	
3. Consultation	5	
4. Preparation for assessment	12	
5. Assessment participation	3	
Student's workload		
Source of workload	hours	ECTS
Total workload	70	3
Contact hours	53	3
Practical activities	17	0