



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Basics of marketing

---

### Course

Field of study

Security Engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

---

### Number of hours

Lecture

8

Tutorials

8

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

2

---

### Lecturers

Responsible for the course/lecturer:

dr inż. Maciej Szafrąński

email: [maciej.szafranski@put.poznan.pl](mailto:maciej.szafranski@put.poznan.pl)

phone: (61) 665 34 03

Faculty of Engineering Management

Jacka Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

dr inż. Marek Goliński

email: [marek.golinski@put.poznan.pl](mailto:marek.golinski@put.poznan.pl)

phone: (61) 665 34 03

Faculty of Engineering Management

Jacka Rychlewskiego 2, 60-965 Poznań



### Prerequisites

A student starting this subject should have basic knowledge in economics as well as management and quality sciences. He/she should be able to interpret and describe: economic phenomena affecting the enterprise and basic processes in security engineering. He/she should be able to assess how to achieve goals while maintaining good relations with partners and colleagues, be aware of his/her knowledge of economics and management sciences and quality, and understand and be able to analyze the basic social phenomena associated with them.

### Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, regularities and methods of solving marketing problems.

### Course-related learning outcomes

#### Knowledge

1. P6S\_WG\_08: knows marketing issues, including in the context of security engineering.
2. P6S\_WG\_08: knows and understands the basic marketing instruments and strategic aspects of marketing.
3. P6S\_WK\_06: knows the problems arising from the activities of enterprises in the market environment.

#### Skills

1. P6S\_UW\_04: is able to use analytical, simulation and experimental methods to formulate and solve engineering tasks in the field of marketing, also using information and communication methods and tools.
2. P6S\_UW\_04: can correctly interpret social (cultural, political, legal, economic) phenomena in the field of marketing.
3. P6S\_UO\_01: can plan and carry out experiments, including computer measurements and simulations, interpret obtained results and draw conclusions in the field of marketing.

#### Social competences

1. P6S\_KK\_02: is aware of the recognition of the importance of knowledge in solving marketing problems and continuous improvement
2. P6S\_KK\_03: is aware of the understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the associated responsibility for decisions
3. P6S\_KO\_01: can plan and manage business ventures
4. P6S\_KR\_01: is aware of behavior in a professional manner, compliance with the principles of professional ethics and respect for the diversity of views and cultures



### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: formative assessment: short discussions checking the effectiveness of the learning process, adapting teaching to the level of students, and showing students the scope of material mastered within the subject; Summative assessment: knowledge acquired during the lecture is verified in the form of final test. Several different tests have been developed with similar difficulty questions. Students are divided into groups, and for each group the tests are selected randomly. All students have the same time to solve them. The tests are cross-sectional. A condition for obtaining a positive assessment is obtaining more than 50% of points.

Exercises: the skills acquired during the tutorials are verified on the basis of partial tasks that are performed in teams. The results of subsequent tasks make up the marketing mix of the product selected for the needs of the exercises, which is defended by the teams, and the result of the defense is the final grade.

### Programme content

Lecture: The origin and concept of marketing - its place in the functioning of the company. Enterprise market environment. Structures and varieties of marketing, basic functions of marketing. 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 market impact. Market impact through product, distribution, prices and promotions. Introduction to marketing management.

Exercises: product concept, name, logo, brand, marketing research or market analysis project and their partial implementation, complementary, substitution goods, competition, life cycle, analysis of product value levels, customer segmentation, price determination + justification, distribution channels, target group of promotional message, purpose of the promotion, promotion tools, advertising slogan, advertising.

### Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on a blackboard.

Exercises: exercise method - auditorium, design method - for the implementation of some tasks in teams.

### Bibliography

Basic

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. Badania marketingowe, Kaczmarczyk S., Polskie Wydawnictwo Ekonomiczne, 2014.

Additional

1. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011.

2. International Marketing and Business in the CEE Markets, Szymura-Tyc M., Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2009

3. Kompendium wiedzy o marketingu, Pilarczyk B., Mruk H., PWN, Warszawa 2006.

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	16	0,5
Student's own work (literature studies, preparation for tutorials, preparation for tests, project preparation) <sup>1</sup>	44	1,5

<sup>1</sup> delete or add other activities as appropriate