



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing management

### Course

Field of study

ME

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

2/3

Profile of study

Course offered in

english

Requirements

compulsory

### Number of hours

Lecture

4

Laboratory classes

Tutorials

Projects/seminars

26

Other (e.g. online)

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

dr hab. Ewa Więcek-Janka

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Responsible for the course/lecturer:

Joanna Majchrzak

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2, 60-965 Poznań

### Prerequisites

The Student defines the concepts of: production process, production costs, materials, production capacity, production logistics, buyer, customer, price and methods of its calculation, supply, demand (and the other concepts in the field of enterprise management included in the training program).

The Student characterizes the stages of the production process and assign them costs.

The Student formulates opinions on the basis of group discussion, brainstorming, implemented SWOT and PEST analyzes, explain their applications and summarize and recommend corrective actions.

The Student creates: financial analysis, turnover and balance statement, SWOT analysis, PEST, product life cycle; matrices: BCG, GE, McKinsey; marketing plan.

The Student can create a company development plan based on available market data.



The Student is able to draw conclusions from the decisions taken and to plan and introduce the corrective actions.

The Student is responsible for the timely implementation of tasks.

The Student actively participates in both lecture classes and exercises.

The Student is able to work in a group and make individual and group decisions.

The Student follows the norms of social life.

The Student is determined to solve tasks creatively and realize assigned projects.

### Course objective

Developing the potential of knowledge, skills and attitudes in making management decisions in marketing and market based on acquired knowledge and skills acquired at the first level of education at the university using simulation games.

### Course-related learning outcomes

#### Knowledge

The Student describes the marketing decision problem in the enterprise and selects the model that allows for its solution.

The Student formulates and explains the concepts of: decision, decision-making process, decision-making rules, barriers to making management and marketing decisions. The Student knows the concept and components of marketing management as well as the scope and location of marketing management in an enterprise. The Student understands the strategic and operational dimension of marketing management.

The Student explains the need to apply a specific decision model to the problem being solved.

(P7S\_WG\_02; P7S\_WG\_04; P7S\_WG\_06; P7S\_WG\_07; P7S\_WK\_01)

#### Skills

The Student is able to develop the right marketing strategy. The Student is able to specify ways of acting as part of the marketing strategy. The Student design the marketing management process, including the mission of the company, identify target markets in terms of subject and space.

(P7S\_UW\_01; P7S\_UW\_02; P7S\_UW\_03; P7S\_UW\_04; P7S\_UW\_06)

#### Social competences

The Student is determined to solve the decision problem. The Student is aware of the responsibility for individual and group decisions and presented applications.

The student observes the principles of ethics during lectures, laboratories and marketing games.

(P7S\_KK\_01; P7S\_KK\_02; P7S\_KO\_01; P7S\_KO\_02)



### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge - written or oral exam.

Skills - credit.

Social competences - work in project teams (internal team division of grades).

### Programme content

1. The concept and dimensions of management.
2. Enterprise management structure.
3. The subject and functions of marketing.
4. The guiding principles and main task of marketing.
5. The marketing process.
6. The concept and components of marketing management.
7. The Scope and location of marketing management.
8. The strategic and operational dimension of marketing management.
9. The Content of marketing strategy.
10. Procedures as part of the marketing strategy.
11. Development of marketing strategies.
12. Implementing marketing strategies.
13. The Marketing decisions taken when developing marketing strategies.
14. The Place of marketing strategies in the profit and loss structure.
15. The Conflict and consistency between strategies.
16. The Marketing management process.
17. The Enterprise mission.
18. The Enterprise market (concept and dimensions).
19. The subject dimension of the market.
20. The subjective dimension of the market.



21. The spatial dimension of the market.
22. The Market field and strategic business units.
23. Features, number and type of strategic business units.
24. The Marketing management in enterprises with diverse marketing activities.

### Teaching methods

Lectures, talk, teamwork, seminar, simulation games.

### Bibliography

Basic

Pomykalski, A. (2019). Zarządzanie i planowanie marketingowe. Wydawnictwo Naukowe PWN.

Więcek-Janka, E. (2010). Games & Decisions. Poznań: Wydawnictwo Politechniki Poznańskiej.

Additional

Lambin, J-J. (2000). Strategiczne zarządzanie marketingowe. Wydawnictwo Naukowe PWN.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	30	1

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