



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing in Commerce and Services

### Course

Field of study

Engineering Management

Area of study (specialization)

Year/Semester

4/7

Profile of study

Level of study

First-cycle studies

Form of study

full-time

Course offered in

Polish

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

Maciej Szafranski Ph.D, Eng.

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Responsible for the course/lecturer:

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### Prerequisites

Knowledge and skills acquired during the following courses: marketing, financial accounting.



### Course objective

Students acquire knowledge and basic skills of marketing activities in service and trade companies as well as in relation to service processes in other enterprises.

### Course-related learning outcomes

#### Knowledge

1. P6S\_WG\_01: has expanded and in-depth knowledge necessary to understand and describe marketing-related issues in trade and services.
2. P6S\_WG\_03: has structured and theoretically founded knowledge of behavior and organizational norms, understands the importance of organizational and social ties in creating commercial and service enterprises, as well as other companies implementing commercial or service processes.
3. P6S\_WG\_03: knows and understands the basic instruments and strategic aspects of service and trade marketing.
4. P6S\_WK\_01: knows ethical standards, their sources, their nature, and their changes, and is familiar with the ways of influencing organizations that perform commercial and service functions.

#### Skills

1. P6S\_UW\_04: analyzes proposed solutions to specific problems in trade and service marketing and formulates appropriate solutions.
2. P6S\_UW\_05: has the ability to understand and analyze social phenomena in the field of service and trade marketing.
3. P6S\_UW\_06: can correctly interpret social phenomena (cultural, political, legal, economic) in relation to service and trade marketing.

#### Social competences

1. P6S\_KK\_02: is able to notice cause-and-effect relationships in achieving set goals and rank the importance of alternative or competitive tasks.
2. P6S\_KO\_01: is able to make a substantive contribution to the preparation of social projects, including legal, economic and organizational aspects.
3. P6S\_KO\_03: is able to prepare and implement business ventures.
4. P6S\_KR\_02: is aware of the following aspects: importance of professional behavior, compliance with professional ethics principles, respect for the diversity of views and cultures, and attention to traditions of the manager profession.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: formative assessment: during the lectures short discussions are conducted to check the effectiveness of the learning process in order to allow professors to adapt the teaching pace to students' actual capabilities and allow the students to see the scope of knowledge they were able to acquire



during the class; summary assessment: the level of obtaining relevant knowledge is summarized in the colloquium and consulted with the tutor.

Tutorials: formative assessment: skills acquired during seminars are verified both on the basis of partial tasks carried out by students in teams, and on the basis of the colloquium; summary assessment: the result of partial tasks is evaluated as a result of discussions with teams.

### Programme content

Lecture: Commercial and service enterprises as market entities. Services and their characteristics (properties). Marketing research and service market segmentation. Service positioning. Strategies and marketing programs for services, their prices, distribution, and promotion. Relational marketing in service companies. Customer service process in service enterprises. Trade functions and classifications. Wholesale trade and retail trade. Trade prices and trade margins. Inventory control in commercial enterprises. Merchandising - strategies and instruments. Incoterms rules.

Tutorials: marketing strategy in service company, process approach to services; identifying and diagnosing service industries; service classification; diagnosing a service enterprise, marketing mix according to the 7P formula, sales management in service company, marketing strategy in service company.

### Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples shown on boards.

Tutorials: seminar method - auditorium, design method applies to some tasks assigned to teams.

### Bibliography

Basic

1. Payne A., Marketing usług, PWE, 1996.
2. Goliński M., Mierzwiak R., Szafrąński M., Więcek-Janka E., Organizacja działalności usługowej, Wydaw. Politechniki Poznańskiej, Poznań, 2010.
3. Bondarowska K., Goliński M., Szafrąński M., Zarządzanie relacjami z klientem, Wydaw. Politechniki Poznańskiej, Poznań, 2010.
4. Szafrąński M., Skuteczność usług w ujęciu kwalitologicznym, w: Współczesne nurty w inżynierii jakości, praca zbiorowa pod redakcją P. Grudowskiego, J. Preihs i P. Waszczura, Wydawca: Katedra Technologii Maszyn i Automatyzacji Produkcji, Wydział Mechaniczny Politechniki Gdańskiej, Politechnika Gdańska, Gdańsk, 2005, s. 79-86.
5. Sławińska M., Zarządzanie przedsiębiorstwem handlowym, PWE, Warszawa, 2002.
6. Sławińska M., Urbanowska-Sojkin E., Zarządzanie marketingowe przedsiębiorstwem handlowym, Akademia Ekonomiczna, Poznań, 2001.



Additional

1. Furtak R.: Marketing partnerski na rynku usług. PWE, Warszawa 2003.
2. Marketing, Kotler P., Rebis, Warszawa, 2006.
3. Mudie P., Cottam A., Usługi. Zarządzanie i marketing. PWN, Warszawa 1998.

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for tutorials, preparation for tests, completing a set of tasks within given project) <sup>1</sup>	45	2,0

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