



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

---

### Course

Field of study

Logistics

Area of study (specialization)

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

elective

---

### Number of hours

Lecture

18

Tutorials

16

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

5

---

### Lecturers

Responsible for the course/lecturer:

dr inż. Maciej Szafranski

email: 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

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, basic logistics processes in the enterprise. 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\_06: knows the basic issues of the life cycle of socio-technical systems and the life cycle of industrial products.
2. P6S\_WG\_06: knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management in the aspect of marketing.
3. P6S\_WG\_08: knows the basic marketing issues characteristic also for organizations operating in the field of logistics
4. P6S\_WG\_08: has extended and in-depth knowledge of the sciences necessary for understanding and describing marketing issues.
5. P6S\_WG\_08: knows and understands the basic marketing instruments and strategic aspects of marketing in the area of logistics and supply chain management.

#### Skills

P6S\_UW\_04: can see in engineering tasks system and non-technical as well as socio-technical, organizational and economic aspects in the aspect of marketing

P6S\_UO\_02: can choose the right tools and methods to solve the problem within marketing, and use them effectively in the area of logistics and supply chain management.

P6S\_UU\_01: can identify changes in requirements, standards, regulations, technical progress and the reality of the labor market, and based on them determine the needs of supplementing knowledge in the field of marketing in the area of logistics and supply chain management.



### Social competences

P6S\_KO\_01: can plan and manage in an entrepreneurial manner

P6S\_KO\_02: is aware of initiating activities related to the formulation and transfer of information and cooperation in society in the field of marketing, in particular in the area of logistics and supply chain management.

P6S\_KR\_02: is aware of cooperation and teamwork in solving problems within marketing, in particular in the area of logistics and supply chain management

### 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 an exam. Students receive standardized questions in the form of a 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	125	5,0
Classes requiring direct contact with the teacher	34	1,5
Student's own work (literature studies, preparation for tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	91	4,5

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