



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

Course

Field of study

Mechanical and Automotive Engineering

Area of study (specialization)

Product Engineering

Level of study

Form of study

Year/Semester

1/1

Profile of study

Course offered in

english

Requirements

### Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

15

Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

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### Prerequisites

Knowledge: The student has basic knowledge about modern market economy and basic forms of activity oriented on goods and services markets.

Skills: Student is able to refer to an example technical object as a product available on the market, developing business aspects of its existence.



Social competences: Student is able to work as part of a group project, develop and share ideas with other group members.

### Course objective

Introduction of a marketing approach to the product, raising the awareness that not only the technical requirements set by potential customers are the source of the market status of industrial products, but they support the development of a marketing strategy.

### Course-related learning outcomes

#### Knowledge

Has knowledge of the principles of safety and ergonomics in the design and operation of machines and the threats that machines pose to the natural environment.

Is aware of the civilization effects of technology.

Has in-depth knowledge of entrepreneurship and business economics.

#### Skills

Can use the international language in contacts with specialists in his field of study at the B2 + level.

Can interact with other people as part of teamwork and take a leading role in teams.

He is able to independently plan and implement his own learning throughout life and direct others in this regard.

#### Social competences

He is ready to critically assess his knowledge and received content.

Is willing to think and act in an entrepreneurial manner.

Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:

- developing the professional achievements,
- maintaining the ethos of the profession,
- observing and developing the rules of professional ethics and acting towards the observance of these rules.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Exam (written - 7-10 open questions - in the exam session), preparation and presentation of a group project (preparation of marketing assumptions for the implementation of the selected product on the market).

### Programme content



Definition of marketing and area of scientific and practical interest. Marketing functions, current trends in the development of marketing theory and practice. Market value and market life cycle of technical objects. Customer and market requirements, market segmentation, marketing impact of the company on the market. Development of a marketing strategy and plan. Marketing research system, insight, collection and analysis of marketing information.

### Teaching methods

Lecture: multimedial presentation, illustrated with examples on the board

Projects: individual and group projects done under the supervision of subject caretaker

### Bibliography

Basic

P. Kotler, K. Keller, Marketing Management (14th Edition), Prentice Hall 2011

S. C. Jain, Marketing Planning & Strategy (6th Edition), Cengage South-Western 1999

Additional

P. Hague, N. Hague, C.A. Morgan, Market research in practice: a guide to the basics, Kogan Page Limited 2004

Kotler P. et al, Principles of Marketing (2nd European Edition), Prentice Hall Europe 1999

### Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, preparation for exam, working on project tasks) <sup>1</sup>	30	1,0

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