



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

Course

Field of study

Architecture

Area of study (specialization)

-

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

II/3

Profile of study

general academic

Course offered in

polish/english

Requirements

compulsory

Number of hours

Lecture

0

Laboratory classes

0

Other (e.g. online)

Tutorials

0

Projects/seminars

45

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

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Wydział Architektury

ul. Jacka Rychlewskiego 2, 61-131 Poznań

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Responsible for the course/lecturer:

dr hab. inż. arch. Jerzy Suchanek, prof. PP

dr hab. inż. arch. Magdalena Gyurkovich

dr inż. arch Piotr Zierke

dr inż. arch. Wojciech Skórzewski

dr inż. arch. Marzena Banach-Ziaja

mgr inż. arch. Ewa Angoneze-Grela

mgr inż. arch. Agnieszka Kasińska-Andruszkiewicz

mgr inż arch. Marcin Michalak

mgr inż. arch. Izabela Piklikiewicz-Kęsicka

mgr sztuki Jakub Owsian



Prerequisites

- Basic knowledge of contemporary conditions of the market economy
- Basic knowledge in the field of conditions for the functioning of the contemporary architectural profession - competitiveness, but also ethics of the profession
- Awareness of the importance of the profession of an architect in contemporary socio-economic processes
- Basic skills in building a visual information system
- Basic self-presentation skills
- Understanding the need to use modern marketing methods
- Basic knowledge of the principles of discourse

Course objective

The program emphasizes the practical skills of operating in a competitive market environment, planning the development and operation of an architectural office, strategy of marketing activities, project management. The main program premise is the fact that in the profession of an architect-urban planner, not only a sense of space, aesthetic sensitivity and technical knowledge are necessary, but also the ability to acquire customers, project management and manage your own company. Success in the profession of an architect and urban planner requires more than mastering design skills - it requires marketing skills, managing the image of an architectural studio in the conditions of market competition, and the ability to acquire customers.

Course-related learning outcomes

Knowledge

B.W8. ways of communicating the idea of architectural, urban and planning projects and their development;

B.W9. basic principles of the ethics of the profession of architect and concepts in the field of intellectual property protection.

Skills

B.U4. formulate statements of a critical analysis nature in the field of architecture, as well as present and synthetically describe the ideological basis of the project based on the assumptions made;

B.U5. use properly selected advanced computer simulations, analyzes and information technologies, supporting architectural and urban design, as well as evaluate the obtained results and their usefulness in design, and draw constructive conclusions;

B.U6. prepare and present a presentation on the detailed results of the design engineering task using various communication techniques, including one formulated in a commonly understandable manner;



B.U7. prepare and present a presentation on the detailed results of the design engineering task using various communication techniques, including one formulated in a commonly understandable manner;

B.U8. properly apply professional and ethical standards and rules as well as legal provisions in the field of architectural and urban design and spatial planning.

Social competences

B.S1. formulate and transfer information and opinions to the society on the achievements of architecture and town planning, their complex conditions and other aspects of the architect's activity;

B.S2. formulate reliable self-assessment, formulate constructive criticism regarding architectural and urban planning activities, as well as accept criticism of the solutions presented by them, responding to criticism in a clear and factual manner, also using arguments referring to the available achievements in the scientific discipline, and creative and constructive use of criticism .

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The method of evaluating the performed task depends on its type:

Formative assessment

- The substantive contribution of each student to the group research is assessed
- The quality of the final study is assessed
- The quality of the presentation of research results in the group forum is assessed
- Lack of attendance (unexcused) in more than three classes will lower the final grade

Assessment scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Summative assessment:

- the grade obtained during the written exam, which is the average of the partial grades (knowledge and drawing skills)

Assessment scale: 2.0; 3.0; 3.5; 4.0; 4.5; 5.0

Obtaining a positive grade for the module depends on the achievement by the student of all the learning outcomes listed in the syllabus.

Programme content

Course description (topic):

1. Marketing in design

- Visual advertising as a marketing instrument



- Methods and principles of building the image of an architectural firm
- Advertising in architecture
- Marketing and public relations

2. Image the project

The main factors affecting the image

- substantive quality of the architectural design
- multimedia and graphics
- the "architect's logo" trademark
- selection of activities and marketing carriers
- an architect as an image creator: methods of creating a creative personality

3. Marketing message

- Form and content
- Basic principles of reception and perception
- Responsibility for the marketing message

4 Promotion of the architect

- Exhibitions and shows
- Participation in competitions
- Promotion campaigns: Internet, architectural magazines.

5. Marketing communication

- Portfolio as an element of marketing communication
- Using the web as an architect's image creator

Teaching methods

1. Project / method of projects (research, implementation, practical project).
2. Case study.
3. eLearning Moodle (a system supporting the teaching process and distance learning)

Bibliography



Basic

Bonenberg W. New design -integration of art and technology. Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), Volume 6767 LNCS, Issue PART 3, 2011, pp. 329-337.

Bonenberg W. Requirements engineering as a tool for sustainable architectural design. Advances in Intelligent Systems and Computing Volume 600, 2018, pp. 218-227.

Bonenberg W. Success analysis in architectural design competitions in terms of design quality. Advances in Intelligent Systems and Computing Volume 788, 2019. pp. 47-55

Bonenberg W., Kapliński O. Knowledge is the key to innovation in architectural design. Procedia Engineering, Volume 208, 2017, pp. 2-7.

Gedikli F., Jannach D., Ge M. How should i explain? A comparison of different explanation types for recommender systems. International Journal of Human Computer Studies, 72 (4) 2014, pp. 367-382.

Jorro-Aragoneses J., Caro-Martinez M., Recio-Garcia J.A., Diaz-Agudo B., Jimenez-Diaz G. Personalized Case-Based Explanation of Matrix Factorization Recommendations, (Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 2019, pp. 140-154.

Zafari F., Moser I., Swllis T. ReEx: An integrated architecture for preference model representation and explanation. Expert Systems with Applications, Volume 161, 2020.

2. E-skrypt dla przedmiotu „Marketing”.

Additional

Due to the specificity of the work carried out by individual students, supplementary literature for the subject is determined on an ongoing basis by the tutor. -

Breakdown of average student's workload

	Hours	ECTS
Total workload	90	3,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	45	1,5

¹ delete or add other activities as appropriate