



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing methods and tools in safety

### Course

Field of study

Security Engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

15

Tutorials

15

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Marek Goliński

Mail to: [marek.golinski@put.poznan.pl](mailto:marek.golinski@put.poznan.pl)

Phone: 61 665 34 03

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Maciej Szafranski

Mail to: [maciej.szafranski@put.poznan.pl](mailto:maciej.szafranski@put.poznan.pl)

Phone: 61 665 34 03

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### 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 and basic processes in security engineering. 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, methods and tools, of solving marketing problems in security

### Course-related learning outcomes

#### Knowledge

1. He knows the issues of management and organization as well as marketing and logistics in the context of security engineering [K1\_W08]
2. Knows the principles of creating and developing forms of individual entrepreneurship and problems resulting from the activities of enterprises in the market environment [K1\_W13]

#### Skills

1. Can use analytical, simulation and experimental methods to formulate and solve engineering tasks, also with the use of information and communication methods and tools [K1\_U04]
2. Can plan, organize and implement individual and team work and carry out experiments, including measurements and computer simulations, interpret the obtained results and draw conclusions [K1\_U11]

#### Social competences

1. Is aware of the importance of knowledge in solving problems in the field of safety engineering and continuous improvement [K1\_K02]
2. Is aware of the understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the related responsibility for decisions made [K1\_K03]
3. Can plan and manage business ventures [K1\_K04]
4. Is aware of behaving in a professional manner, observing the rules of professional ethics and respecting the diversity of views and cultures [K1\_K06]

### 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 education process, adjusting teaching to the level of students, and showing students the scope of the material learned within the subject; a test in the form of a test containing at least 3 questions; pass threshold - minimum 51%.

Summative assessment: the knowledge acquired during the lecture is verified in the form of a test at the last class. Students receive questions in the form of a test or open-ended questions. All students have the same time to solve them. The test is cross-sectional. The condition for obtaining a positive assessment is obtaining more than 51% of the points.



### Exercises:

The skills acquired during the classes are verified on the basis of partial tasks that are performed in teams. Forming assessment is carried out in the middle of the semester and concerns the partial results of the work of students' tasks - pass threshold - minimum 51%. The results of subsequent tasks make up the marketing-mix associated with the selected company or product selected for the exercise, the study is defended by teams, and the result of the defense is a summative assessment - pass threshold - minimum 51%.

### Programme content

Lecture: The genesis and the concept of marketing - its place in the functioning of the company. The evolution of marketing orientations. The market environment of the enterprise. Structures and types of marketing, basic functions of marketing. Buyer Behavior - Purchase Decision Process. Competitors and market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, target market selection. Marketing-mix as a concept of influencing the market. Influencing the market through product, distribution, pricing and promotion. Introduction to Marketing Management.

Exercises: product concept, name, packaging, brand, marketing research project or market analysis and their partial implementation, complementary goods, substitution goods, competition, life cycle, analysis of product value levels, customer segmentation, base price determination, distribution channels, target group of the message promotion, promotion target, promotion tools, advertising slogan, advertising.

### Teaching methods

Lecture: information lecture - multimedia presentation illustrated with examples - conversation lecture with elements of a talk

Exercises: subject exercises; project method - elements of meta-plan, drama, case study when carrying out some tasks in teams

### Bibliography

Basic

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

Fonfara K., Marketing partnerski na rynku przedsiębiorstw, Wyd. PWE, Warszawa 2014

Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017

Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017

Pazio M.M., Marketing na rynkach, Oficyna Wyd. PW. 2016

Kotler P., Kartajaya H., Setiawan I., Marketing 4.0, Wyd. MT Biznes, Warszawa, 2017



Additional

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

Marketing przedsiębiorstw przemysłowych, red. W.Mantura, Wydawnictwo Politechniki Poznańskiej, Poznań 2000

Goliński M., Zarządzanie nowymi produktami, Wyd. PP, Poznań 2012

Sułkowski Ł, Lenart-Gansiniec R, Epistemologia, metodologia i metody badań w naukach o zarządzaniu i jakości, Społeczna Akademia Nauk, Łódź 2021

Goliński M., Metody badań potrzeb informacyjnych, w: Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją M.Golińskiego i M. Szafrąńskiego, Wyd. Politechniki Poznańskiej, Poznań 2012

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	50	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>	20	1,0

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