



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing strategies for innovative products

		Course
Field of study		Year/Semester
Biomedical engineering		2/3
Area of study (specialization)		Profile of study
-		general academic
Level of study		Course offered in
Second-cycle studies		polish
Form of study		Requirements
full-time		elective

		Number of hours
Lecture	Laboratory classes	Other (e.g. online)
30	0	0
Tutorials	Projects/seminars	
0	0	
Number of credit points		
2		

		Lecturers
Responsible for the course/lecturer:		Responsible for the course/lecturer:
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60-965 Poznań		60-965 Poznań
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Prerequisites

A student beginning this course should have basic knowledge of economics and management. The student should be able to interpret and describe economic phenomena affecting an enterprise. The student should be able to evaluate how to achieve goals and understand and be able to analyze basic social phenomena related to them.

Course objective

The aim of the course is to acquire knowledge and skills in the field of marketing problems of innovative products, especially in relation to the design of marketing strategies.

Course-related learning outcomes

Knowledge



1. The student has extended knowledge in the field of study related to the studied major within the scope of the subject, especially in relation to marketing
2. The student is able to assess the economic aspects of engineering activities within the scope of the subject, especially in relation to marketing
3. The student is familiar with the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management, in the aspect of marketing

Skills

1. The student has extended knowledge in the field of study related to the studied major within the scope of the subject, especially in relation to marketing
2. The student is able to assess the economic aspects of engineering activities within the scope of the subject, especially in relation to marketing
3. The student is familiar with the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management, in the aspect of marketing

Social competences

1. The student is able to skilfully use the professional literature, integrate obtained information, make interpretations and critical assessments, and on this basis formulate competent opinions and reports
2. The student is aware of the emergence of moral and ethical problems in the context of professional activity, especially in relation to axiological marketing problems.
3. The student is prepared to actively participate in groups and organizations conducting marketing activities in trade and service companies

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Conditions for passing this course are as follows:

- 1) preparation of a credit paper on the marketing strategy of an innovative product - 50 points are possible to obtain.
- 2) test consisting of closed and open questions - 50 points are possible to obtain.

The passing threshold: obtaining at least 50 points including the final essay and the test.

Programme content

Fundamentals of marketing strategies. Developing product strategies. Developing pricing strategies. Developing promotional strategies. Developing distribution strategies. The essence of innovation. Marketing of services. Sources of financing innovative ventures. Introduction to strategic analysis.



Analysis of macro environment of the unit. Analysis of micro environment of a unit. Analysis of strategic potential. Integrated analysis. Assessment of innovative projects profitability.

Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on the board.

Bibliography

Basic

1. Kotler, P. (2021). Marketing, Rebis, Warszawa
2. Bielski, I. (2006). Współczesny marketing. Filozofia, strategię, procesy, Wydawnictwo Emka, Warszawa
3. Gierszewska, G., Romanowska, M. (2009). Analiza strategiczna przedsiębiorstwa, Warszawa

Additional

1. Kaczmarczyk, S. (2011). Badania marketingowe. Podstawy metodyczne. PWE. Warszawa
2. Bielski, I. (1999). Podstawy marketingu, TNOiK, Toruń
3. Nowak, M., Mierzwiak, R., Wojciechowski, H., & Delcea, C. (2020). Grey portfolio analysis method. Grey Systems: Theory and Application.

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 of final essay, preparation for test) ¹	20	1,0

¹ delete or add other activities as appropriate