



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Humanistic Subject -Marketing Management Elements

| | Course |
|---------------------------------------|-------------------|
| Field of study | Year/Semester |
| Environmental Protection Technologies | I/1 |
| Area of study (specialization) | Profile of study |
| Ecotechnology | general academic |
| Level of study | Course offered in |
| Second-cycle studies | Polish |
| Form of study | Requirements |
| full-time | compulsory |

| | | Number of hours |
|-------------------------|--------------------|---------------------|
| Lecture | Laboratory classes | Other (e.g. online) |
| 30 | 0 | 0 |
| Tutorials | Projects/seminars | |
| 0 | 0 | |
| Number of credit points | | |
| 3 | | |

| Lecturers | |
|---|---|
| Responsible for the course/lecturer: Marcin Nowak, Ph.D., Eng. marcin.nowak@put.poznan.pl 514 541 507 Faculty of Engineering Management 60-965 Poznań 2 J. Rychlewskiego Str. | Responsible for the course/lecturer: Ewa Więcek-Janka, Ph.D., D.Sc., Eng. ewa.wiecek-janka@put.poznan.pl 61 665 34 03 Faculty of Engineering Management 60-965 Poznań 2 J. Rychlewskiego Str. |

Prerequisites

A student beginning this course should have basic knowledge of economics and management and quality sciences. They should be able to interpret and describe economic phenomena affecting the company. He/she should be able to assess the way in which objectives are achieved while maintaining good relations with partners and co-workers, be aware of his/her knowledge of economics and the sciences of management and quality, and understand and be able to analyse 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, correctness and methods of solving marketing and management problems.



Course-related learning outcomes

Knowledge

1. The student has an extended knowledge of the fields of study related to the studied field of study within the framework of the subject, especially in relation to management and marketing sciences [P7S_WG]
2. The student is able to assess the economic aspects of undertaken engineering activities within the given subject, especially in relation to the management and marketing sciences [P7S_WK].
3. The student has extended and deepened knowledge of the sciences necessary to understand and describe marketing [P7S_WG]
4. The student knows the general principles of creating and developing forms of individual entrepreneurship, using the knowledge of technology, economy and management, in the aspect of marketing [P7S_WK]

Skills

1. The student is able to outline the directions of further education and to realize the process of self-education within the conducted subject, especially in relation to the management and marketing sciences [P7S_UK], [P7S_UU].
2. The student is able to plan, prepare and present a presentation on the implementation of a research task and to conduct a substantive discussion on this subject - within the framework of the conducted course, especially in relation to strategic analysis, selection of marketing mix instruments and problems of entrepreneurship [P7S_UK]
3. The student is able to work independently and in a team [P7S_UO]
4. The student can think creatively [P7S_UW]

Social competences

1. The student is able to skilfully use the professional literature, integrate information obtained by interpreting and critically assessing it, and on this basis formulate competent opinions and reports [P7S_KK]
2. The student is aware of the appearance of moral and ethical problems in the context of professional activities, especially in relation to axiological problems of marketing [P7S_KR]
3. The student is prepared to actively participate in groups and organisations 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 final essay concerning the marketing strategy of the company - 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

1. The origin and essence of strategic analysis 2. The system of organizational goals 3. The analysis of macro-environment of the enterprise 4. The analysis of micro-environment of the enterprise 5. The analysis of the strategic potential of the enterprise 6. The analysis of the strategic position of the enterprise 7. The essence of marketing 8. Marketing of products and services 9. Traditional and relational marketing 10. Marketing classifications of services 11. Basics of marketing research 12. Defining the product strategy 13. Defining the pricing strategy 14. Defining the promotion strategy 15. Defining the distribution strategy 16. Marketing budget

Teaching methods

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

Bibliography

Basic

1. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, wyd. IV, PWE, Warszawa 2009
2. Kotler Ph. Marketing, Dom Wydawniczy Rebis, 2012
3. Bielski I., Współczesny marketing. Filozofia, strategie, procesy, Wydawnictwo Emka, 2006
4. Altkorn J. (red.), Podstawy marketingu, Instytut Marketingu, Kraków 2004

Additional

1. Badania marketingowe, Kaczmarczyk S., Polskie Wydawnictwo Ekonomiczne, 2014.
2. Mantura W., Marketing przedsiębiorstw przemysłowych, Wydawnictwo Politechniki Poznańskiej, Poznań 2000
3. Bielski I, Podstawy marketingu, TNOiK, Toruń 1999

Breakdown of average student's workload

| | Hours | ECTS |
|--|-------|------|
| Total workload | 75 | 3,0 |
| Classes requiring direct contact with the teacher | 45 | 1,8 |
| Student's own work (literature studies, preparation of final essay, preparation for test) ¹ | 30 | 1,2 |

¹ delete or add other activities as appropriate