



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing and management [S1TCh2>MiZ]

Course

Field of study	Year/Semester
Chemical Technology	1/2
Area of study (specialization)	Profile of study
–	general academic
Level of study	Course offered in
first-cycle	polish
Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
30	0	0
Tutorials	Projects/seminars	
15	0	

Number of credit points

3,00

Coordinators

dr hab. Yevhen Revtiuk
yevhen.revtiuk@put.poznan.pl

Lecturers

dr hab. Yevhen Revtiuk
yevhen.revtiuk@put.poznan.pl

Prerequisites

The student has the basic knowledge necessary to understand the social and market conditions of running a business in a market economy. The student has the ability to use the defined sources and interpret social phenomena. Student defines the basic economic, social and marketing phenomena used in company management. The student understands the need to expand their competences in the field of social sciences.

Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, regularities and methods of solving problems in the area of marketing and management.

Course-related learning outcomes

Knowledge:

1. The student knows the basic market laws and marketing tools supporting business management.
2. The student has basic knowledge of business management and the specifics of the functioning of enterprises.
3. The student has in-depth knowledge of marketing and management.

4. The student knows the aspects of using information in business.

Skills:

1. The student correctly uses the basic terms learned during the studies and related with the marketing and management.
2. The student has the ability to select tools for effective business management.
3. The student has the ability to formulate problems and make choices in the field of marketing and management.

Social competences:

1. The student is prepared to use methods and tools in the area of marketing and management.
2. The student is able to efficiently communicate using the marketing terminology.
3. The student is aware of the social role of the manager in the company and in the market environment.
4. The student understands the responsibility and social role of a graduate of a technical university in the field of business management.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures:

Formative assessment: discussions summarizing particular topics considered during classes; analysis of marketing problems, which gives the opportunity to assess the student's understanding of the particular issues.

The knowledge acquired during the lectures is verified by two 15-minute tests, each of the test consists of about 5 questions, scored differently, there is the need to pass both tests.

Summative assessment: the colloquium in the form of the test, carried out during the last lecture. The test consists of about 5 questions. Passing threshold: 55% of the points.

Exercises:

Formative assessment: discussions concreted on examples from the various field of marketing and management based on the examples of the selected enterprises.

Summative assessment: written elaboration of the selected topics.

Programme content

Lectures:

Origin and concept of marketing. Marketing functions performed in enterprises. Marketing-mix as a concept of building relationships with the market environment, in particular with the client. Product value management policy, brand, quality, packaging. Marketing communication - basic methods and promotional tools. Basic pricing strategies. Shaping the company's distribution policy. Market environment of the company including types of market competition. Buyer behavior. Market research and analysis. Introduction to management, management and marketing. Basic management functions. Examples of management concepts and methods: TQM, Lean, Benchmarking, Kaizen, Six Sigma, 5S, FMEA, Kanban. Knowledge management in the enterprise. Time management.

Exercises:

Company characteristics. Discussion of the product concept, assortment offer. Selection of a promotional mix - methods and tools for a specific product and company. Pricing methods and factors influencing the base price. Planning of distribution activities - characteristics of distribution channels. Basic marketing research project. Characterization of competitive activities in relation to the selected enterprise. Selection of management concepts and methods that increase the efficiency of the company's operation.

Teaching methods

Lecture:

multimedia presentation, discussion with problem solving, discussion using multimedia presentation, case method, discussion.

Exercises:

team development of topics, project method, discussion.

Bibliography

Basic:

1. Sułkowski Ł., Lenart-Gansiniec R, Epistemologia, metodologia i metody badań w naukach o zarządzaniu i jakości, Społeczna Akademia Nauk, Łódź 2021
2. Pomykalski, A. Zarządzanie i planowanie marketingowe. Wydawnictwo Naukowe PWN 2019
3. Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017
4. Kotler P., Kartajaya H., Setiawan I., Marketing 4.0, Wyd. MT Biznes, Warszawa, 2017
5. Griffin R.W., Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN, Warszawa, 2017.
6. Piotrowski W. (red). Zarządzanie. Teoria i praktyka, PWE, Warszawa, 2020.

Additional:

1. Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2002.
2. Fonfara K., Marketing partnerski na rynku przedsiębiorstw, Wyd. PWE, Warszawa 2014
3. Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017
4. Goliński M., Zarządzanie nowymi produktami, Wyd. PP, Poznań 2012
5. 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	75	3,00
Classes requiring direct contact with the teacher	45	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	30	1,00