



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [S1IZarz1E>MARK]

### Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

English

Form of study

full-time

Requirements

compulsory

### Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

5,00

### Coordinators

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### Lecturers

### 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, basic logistics processes in the enterprise. 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 and methods of solving marketing problems.

### Course-related learning outcomes

Knowledge:

The student explains and describes complex issues in organizational management, with particular emphasis on marketing and its impact on managerial decisions. [P6S\_WG\_01]

The student identifies and discusses the role of marketing in network economic and administrative

structures, both nationally and internationally. [P6S\_WG\_05]

The student characterizes the methodology of market research and tools for modeling market processes, emphasizing their application in effective marketing management. [P6S\_WG\_10]

The student describes the fundamental relationships between management sciences and marketing. [P6S\_WG\_11]

The student explains the principles of creating and developing entrepreneurship from a marketing perspective. [P6S\_WK\_04]

#### Skills:

The student analyzes marketing problems and proposes specific solutions, based on marketing theory and practice. [P6S\_UW\_04]

The student interprets social phenomena in a marketing context, integrating theoretical knowledge with practice. [P6S\_UW\_06]

The student analyzes the causes and course of market and social processes from a marketing perspective. [P6S\_UW\_07]

The student develops skills in individual and team work on marketing projects. [P6S\_UO\_01]

The student demonstrates awareness of the necessity for continuous education in the field of marketing and management. [P6S\_UU\_01]

#### Social competences:

The student explains cause-and-effect relationships in marketing and can set priorities for tasks in the context of marketing goals. [P6S\_KK\_02]

The student is aware of the role of ethics and cultural diversity in marketing practice, as well as the significance of the managerial profession's traditions. [P6S\_KR\_02]

### 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 learning process, adapting teaching to the level of students, and showing students the scope of material mastered within the subject; colloquium in the form of a test between the 6th and 8th lectures, containing a minimum of 5 questions; pass threshold - minimum 51%.

Summative assessment: knowledge acquired during the lecture is verified in the form of an exam.

Students receive standardized questions in the form of a test. All students have the same time to solve them. The tests are cross-sectional. The test is cross-sectional with 15 questions. A condition for obtaining a positive assessment is obtaining more than 50% of points.

Exercises: the skills acquired during the tutorials 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 of the product selected for the needs of the exercises, which is defended by the teams, and the result of the defense is the final grade. Summative assessment - pass threshold - minimum 51%.

### Programme content

Lecture: The origin and concept of marketing - its place in the functioning of the company. Enterprise market environment. Structures and varieties of marketing, basic functions of marketing. Buyer behavior. Market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, selection of the target market. Marketing mix as a concept of market impact. Market impact through product, distribution, prices and promotions. Introduction to marketing management.

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

### Course topics

Lecture

## Origins and Concept of Marketing - Its Place in Business Operations

Marketing is a field that deals with identifying, anticipating, and satisfying customer needs profitably. The origins of marketing date back to the early 20th century when businesses began to systematically analyze the market and consumer needs. Marketing plays a crucial role in business operations by supporting decisions related to products, pricing, distribution, and promotion, which translates into achieving business goals such as increasing sales, profits, and building customer loyalty.

## Market Environment of the Enterprise

The market environment is a set of external factors that influence the activities of an enterprise. It consists of macroeconomic factors (e.g., economy, law, technology, demographics) and microeconomic factors (e.g., customers, competition, suppliers). Analyzing the market environment helps businesses identify opportunities and threats and adapt their marketing strategies to changing market conditions.

## Structures and Types of Marketing, Basic Functions of Marketing

Marketing can be divided into different structures and types, such as:

**Traditional Marketing:** includes offline activities like advertising in print media, television, and radio.

**Digital Marketing:** utilizes the internet and social media to promote products and services.

**B2B Marketing (business-to-business):** aimed at other businesses.

**B2C Marketing (business-to-consumer):** aimed directly at consumers.

The basic functions of marketing include:

**Market Research:** collecting and analyzing data about the market and competition.

**Product Management:** developing and introducing products to the market.

**Marketing Communication:** promoting products and building brand image.

**Distribution:** ensuring product availability for customers.

**Price Management:** setting pricing strategies.

## Consumer Behavior

Consumer behavior involves the processes and actions taken by consumers during the search, purchase, use, and evaluation of products and services. Factors influencing these behaviors include needs and motivations, perceptions, attitudes, values, as well as the influence of family, social groups, and culture. Understanding consumer behavior is essential for effective marketing.

## Market Competition

Market competition is the rivalry between businesses to acquire and retain customers. It can take forms such as:

**Price Competition:** lowering prices to attract customers.

**Quality Competition:** improving the quality of products and services.

**Innovation Competition:** introducing new, unique products.

**Marketing Competition:** effective promotional and communication activities.

## Marketing Information System

A Marketing Information System (MIS) is an organized set of people, equipment, and procedures for collecting, sorting, analyzing, evaluating, and distributing needed, timely, and accurate information for marketing decision-making. MIS helps marketing managers track market trends, monitor competitors' activities, and evaluate the effectiveness of marketing strategies.

## Market Research and Analysis - Market Structure and Forms, Market Segmentation, Target Market Selection

Market research involves collecting data about the structure and forms of the market, such as size, dynamics, segmentation, and target market selection. Market segmentation involves dividing the market into smaller groups of consumers with similar needs and characteristics, allowing for more precise targeting of marketing activities. Target market selection is the decision-making process where a company determines which market segments it will focus its marketing efforts on.

## Marketing Mix as a Concept of Market Influence

The marketing mix, also known as the 4Ps (product, price, place, promotion), is a fundamental marketing tool used by businesses to implement their marketing strategies. Each element of the mix plays a significant role in influencing the market:

Product: tailoring products to meet consumer needs and preferences.

Price: setting competitive and acceptable prices.

Place (distribution): ensuring product availability in the right locations and times.

Promotion: communicating product value and benefits to consumers.

Introduction to Marketing Management

Marketing management is the process of planning, implementing, and controlling marketing activities to achieve organizational goals. It involves market analysis, strategic planning, implementation of marketing activities, and monitoring and evaluating results. Effective marketing management requires understanding both the internal resources of the enterprise and the external market environment.

Exercises

Product Concept, Name, Logo, Brand

Exercises related to the product concept include:

Creating a Product Concept: identifying market needs and developing a product that meets them.

Name: choosing an easy-to-remember and pronounce name that reflects the product's features.

Logo: designing a graphical symbol identifying the brand.

Brand: building the overall perception of the product by consumers, including its value, benefits, and features.

Marketing Research Project or Market Analysis and Their Partial Implementation

A marketing research project includes:

Defining the Research Objective: identifying what information is needed.

Choosing Data Collection Methods: e.g., surveys, interviews, observations.

Analyzing Collected Information: interpreting data to draw conclusions.

Partial Implementation: conducting preliminary research and analyzing results.

Complementary, Substitute Goods, Competition

Complementary Goods: products used together (e.g., coffee and milk).

Substitute Goods: products that replace each other (e.g., butter and margarine).

Competition: rivalry between businesses offering similar products or services.

Product Life Cycle

The product life cycle includes stages:

Introduction: launching a new product on the market.

Growth: rapid increase in sales and profits.

Maturity: stabilization of sales at a high level.

Decline: decrease in sales and profits as the product becomes obsolete or loses popularity.

Product Value Levels Analysis

Product value levels analysis involves evaluating:

Functional Benefits: the basic functions and features of the product.

Emotional Benefits: subjective feelings and emotions associated with the product.

Economic Benefits: the price-to-quality ratio, savings related to product usage.

Customer Segmentation

Customer segmentation is the process of dividing the market into groups of customers with similar needs and characteristics, such as demographics, psychographics, and purchasing behaviors. This allows for better targeting of marketing activities and tailoring the offer to specific customer expectations.

Pricing + Justification

Pricing involves:

Cost Analysis: evaluating production costs.

Perceived Customer Value: the value the customer sees in the product.

Competitive Prices: analyzing the prices of competing products.

Pricing Strategy: choosing an appropriate strategy, e.g., market penetration (low prices to gain market share) or skimming (high prices).

## Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on a blackboard.

Exercises: subject exercises; design method - for the implementation of some tasks in teams.

## Bibliography

Basic:

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2. Marketing - podręcznik europejski, Kotler Ph., Armstrong G., Saunders J., Wong V, PWE, Warszawa, 2002.
3. Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2002.
4. Badania marketingowe, Kaczmarczyk S., Polskie Wydawnictwo Ekonomiczne, 2014.

Additional:

1. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011.
2. International Marketing and Business in the CEE Markets, Szymura-Tyc M., Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2009
3. Kompendium wiedzy o marketingu, Pilarczyk B., Mruk H., PWN, Warszawa 2006.
4. Więcek-Janka E., Szafranski M. (2017), Zastosowania marketingu kompetencji w ofertach pracy - wyniki badań, Handel wewnętrzny, nr 6, s. 372-385.
5. Model badania skuteczności promocji nauki. Praca pod redakcją Marka Golińskiego i Macieja Szafranski. Wydawnictwo MJ Media sp. z o.o., Poznań. ISBN 978-83-927928-2-6, 216 stron.
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7. Szafranski M., Ganas M. (2011), Badanie oczekiwanej jakości informacji o produktach, pozyskiwanych z wykorzystaniem urządzeń mobilnych, w: Komunikacja rynkowa. Strategie i instrumenty, Zeszyty naukowe 208, redaktor naczelny Bogna Pilarczyk, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, s. 131-141.
8. Szafranski M., Graczyk-Kucharska M., Dworek T., Mazur M., Przybylski R. (2017), Wykorzystanie badań eyetrackingowych do doskonalenia systemów informacyjnych na przykładzie system.zawodowcy.org, w: Wybrane zagadnienia zarządzania współczesnymi przedsiębiorstwami, pod red. L. Kiełtyki i P. Kobisa, Wydawnictwo Politechniki Częstochowskiej, Częstochowa, s. 159-172.
9. Szafranski M., Graczyk-Kucharska M., Goliński M., Spychała M., Badanie znajomości marek przedsiębiorstw na potrzeby zewnętrznego employer branding - wyniki badań studentów Politechniki Poznańskiej, Przegląd Organizacji, 2/2019, s. 21-29.
10. Mazur M., Szafranski M., Dworek T. (2016), An attempt to use eye-tracking to improve a chosen ICT system, Zeszyty Naukowe Politechniki Poznańskiej seria Organizacja i Zarządzanie, Nr 70, ISSN 0239-9415, Poznań, s. 113-125.

## Breakdown of average student's workload

	Hours	ECTS
Total workload	125	5,00
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)	80	3,00