



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [N1Log2>MARK]

### Course

Field of study

Logistics

Year/Semester

2/3

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

elective

### Number of hours

Lecture

18

Laboratory classes

0

Other (e.g. online)

0

Tutorials

10

Projects/seminars

0

### Number of credit points

4,00

### Coordinators

dr inż. Marek Goliński

marek.golinski@put.poznan.pl

### 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:

1. The student knows basic issues in the field of mathematics and statistics in researching the structure of economic, marketing and logistics phenomena [P6S\_WG\_04]
2. The student knows the basic issues regarding the life cycle of socio-technical systems (logistics

systems) and the life cycle of industrial products in relation to the marketing mix [P6S\_WG\_06]  
3. The student knows the basic management issues specific to logistics and supply chain management, taking into account the marketing value of the product [P6S\_WG\_08]

#### Skills:

1. The student is able to recognize systemic and non-technical aspects in engineering tasks, as well as socio-technical, marketing, organizational and economic aspects [P6S\_UW\_04]
2. The student is able to select appropriate tools and methods to solve a problem within logistics, supply chain management, building a marketing advantage, and use them effectively [P6S\_UO\_02]
3. The student is able to identify changes in requirements, standards, regulations, technical progress, labor market reality, dynamics of changes in marketing and, based on them, determine the need to supplement knowledge [P6S\_UU\_01]

#### Social competences:

1. The student is able to plan and manage in an entrepreneurial manner, taking into account aspects of marketing management [P6S\_KO\_01]
2. The student is aware of initiating activities related to the formulation and transfer of information - including marketing communication and cooperation in society in the area of logistics [P6S\_KO\_02]
3. The student is aware of cooperation and team work to solve problems within logistics, marketing mix and supply chain management [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; 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. Several different tests have been developed with similar difficulty questions. Students are divided into groups, and for each group the tests are selected randomly. All students have the same time to solve them. The tests are cross-sectional. 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. 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.

### 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

Origins and concept of marketing - its place in the operation of a business

Marketing is the process of planning and implementing the conception, pricing, promotion and distribution of goods, services and ideas in order to create an exchange with a target group. Its origins can be traced back to the late 19th century, when companies began to systematically study consumer needs. Marketing plays a key role in the enterprise, helping to identify and meet market needs, leading to profits and building customer loyalty.

The market environment of a business

The market environment encompasses all external factors affecting the operation of a business, such as

competitors, customers, suppliers, regulations, technology and social and economic trends. Analysis of the market environment is essential for effective planning and strategic decision-making.

Marketing structures and varieties, basic functions of marketing

Marketing can be divided into different structures and varieties, such as marketing mix (product, price, distribution, promotion), strategic and tactical marketing, B2B and B2C marketing, and online and traditional marketing. The basic functions of marketing include market research, product management, marketing communication, distribution and price management.

Purchasing behaviour

Buyer behaviour refers to consumer decision-making processes and the factors that influence them, such as needs, motivations, attitudes, perceptions, as well as the influence of family, social groups and culture.

Market competition

Market competition is competition between firms for market share. It can take the form of price competition, quality competition, innovation competition or marketing competition. Understanding the competitive strategy is key to developing effective marketing activities.

Marketing information system

A marketing information system (SIM) is a structure consisting of people, equipment and procedures that collect, sort, analyse, evaluate and distribute needed, accurate and timely marketing information to help marketing managers make better decisions.

Market research and analysis

Market research is the process of collecting and analysing market information, including market structure, segmentation and target market selection. Market segmentation involves dividing the market into smaller, homogeneous groups of consumers that can be targeted with specific marketing strategies.

Marketing-mix as a concept for influencing the market

The marketing-mix, also known as the 4Ps (product, price, place, promotion), is a marketing tool used to implement marketing strategies.

Influencing the market through product, distribution, pricing and promotion

Market influence takes place through:

- Product: tailoring products to consumers' needs and preferences.
- Distribution: ensuring that products are available in the right places and at the right time.
- Pricing: setting competitive and acceptable prices.
- Promotion: communicating the value and benefits of products to consumers.

Introduction to marketing management

Marketing management is the process of planning, implementing and controlling marketing activities to achieve an organisation's objectives. This includes market analysis, strategic planning, implementation of marketing activities and monitoring and evaluation of results.

## Teaching methods

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

Exercises: exercise method - auditorium, design method - for the implementation of some tasks in teams.

## Bibliography

Basic:

1. Rosa G., Jedliński M., Chraćol-Barczyk. U., Marketing usług logistycznych, Wydawnictwo C.H. Beck, Warszawa, 2017.
2. Kowalska, M., Marketing relacji w dobie technologii cyfrowych: narzędzia komunikacji online w kreowaniu relacji z klientami, PWE, Warszawa, 2023.
3. Kauf S., Kramarz M., Sadowski A., Zarządzanie marketingowo-logistyczne, Wydawnictwo Naukowe PWN, Warszawa, 2019.
4. Sułkowski Ł., Lenart-Gansiniec R, Epistemologia, metodologia i metody badań w naukach o zarządzaniu i jakości, Społeczna Akademia Nauk, Łódź 2021
5. Sroka K., Marketing i analityka biznesowa dla początkujących: poznaj najważniejsze narzędzia i wykorzystaj ich możliwości, Wyd. Helion SA, Gliwice, 2023.
6. Mantura W., Marketing przedsiębiorstw przemysłowych, Wydawnictwo Politechniki Poznańskiej, Poznań, 2002.x

Additional:

1. Czubała A., Niestrój R., Pabian A., Marketing w przedsiębiorstwie - ujęcie operacyjne, PWE,

Warszawa, 2020.

2. Curtis T., Marketing dla inżynierów naukowców i technologów, Wolter Kluwer Polska Sp. z o.o., Warszawa, 2011.

3. Graczyk M., Goliński M., Mierzwiak R., Marketing mix w usługach logistycznych [w:] Branowski M. (red.), Marketing usług logistycznych: materiały dydaktyczne do wykładów i ćwiczeń, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011.

4. Goliński M., Marketing mix w usługach logistycznych [w:] Branowski M. (red.), Marketing usług logistycznych: materiały dydaktyczne do wykładów i ćwiczeń, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	70	2,50