



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [S2MiBP1E-PE>Market]

### Course

Field of study

Mechanical and Automotive Engineering

Year/Semester

1/1

Area of study (specialization)

Product Engineering

Profile of study

general academic

Level of study

second-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

0

Projects/seminars

15

### Number of credit points

3,00

### Coordinators

dr Karolina Tyc-Szmił

karolina.tyc-szmił@put.poznan.pl

### Lecturers

### Prerequisites

Knowledge: The student has basic knowledge about modern market economy and basic forms of activity oriented on goods and services markets. Skills: Student is able to refer to an example technical object as a product available on the market, developing business aspects of its existence. Social competences: Student is able to work as part of a group project, develop and share ideas with other group members.

### Course objective

Introduction of a marketing approach to the product, raising the awareness that not only the technical requirements set by potential customers are the source of the market status of industrial products, but they support the development of a marketing strategy.

### Course-related learning outcomes

Knowledge:

Has knowledge of the principles of safety and ergonomics in the design and operation of machines and the threats that machines pose to the natural environment.

Is aware of the civilization effects of technology.

Has in-depth knowledge of entrepreneurship and business economics.

### Skills:

Can use the international language in contacts with specialists in his field of study at the B2 + level.

Can interact with other people as part of teamwork and take a leading role in teams.

He is able to independently plan and implement his own learning throughout life and direct others in this regard.

### Social competences:

He is ready to critically assess his knowledge and received content.

Is willing to think and act in an entrepreneurial manner.

Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:

- developing the professional achievements,
- maintaining the ethos of the profession,
- observing and developing the rules of professional ethics and acting towards the observance of these rules.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

Exam (choice test - in the exam session), preparation and presentation of a group project (preparation of marketing assumptions for the implementation of the selected product on the market).

### Programme content

Definition of marketing and area of scientific and practical interest. Marketing functions, current trends in the development of marketing theory and practice. Market value and market life cycle of technical objects. Customer and market requirements, market segmentation, marketing impact of the company on the market. Development of a marketing strategy and plan. Marketing research system, insight, collection and analysis of marketing information.

### Course topics

none

### Teaching methods

Lecture: multimedial presentation, illustrated with examples

Projects: individual and group projects done under the supervision of subject supervisor

### Bibliography

Basic

1. P. Kotler, K. Keller, Marketing Management (16th Edition), Pearson 2021
2. P. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0: Technology for Humanity, John Wiley & Sons Inc 2021
3. P. Kotler, H. Kartajaya, I. Setiawan, Marketing 6.0: The Future Is Immersive, John Wiley & Sons Inc 2023
4. S. C. Jain, Marketing Planning & Strategy (6th Edition), South-Western College Publishing 2000
5. K. Tyc-Szmił, Marketing. Lecture materials, Poznań University of Technology

Additional

1. P. Hague, N. Hague, C.A. Morgan, Market research in practice: a guide to the basics, Kogan Page Limited 2004
2. G. Armstrong, P. Kotler, Principles of Marketing. Global Edition, Pearson 2018

### 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