



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Basics of marketing [N1ZiIP1>PMa]

### Course

Field of study

Management and Production Engineering

Year/Semester

3/6

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

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### Lecturers

### Prerequisites

When starting the course on the Basics of Marketing, the student should have basic knowledge of economics, management and quality sciences. Should be able to interpret and describe: economic phenomena affecting the enterprise, including basic processes in the field of management and production engineering. He should be able to assess the way of achieving goals while maintaining good relations with partners and associates, be aware of his knowledge in the field of economics and the sciences of management and quality, and be able to 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 terms of concepts, issues, correctness and methods of solving marketing problems.

### Course-related learning outcomes

Knowledge:

Student is able to explain and describe marketing issues, including in the context of management and production engineering.

The student knows and understands the basic marketing instruments and strategic aspects of marketing.

The student knows the problems resulting from the activities of enterprises in the market environment.

#### Skills:

The student is able to use analytical, simulation and experimental methods in the field of marketing to formulate and solve engineering tasks, also with the use of information and communication methods and tools.

The student is able to correctly interpret social phenomena (cultural, political, legal, economic) in the field of marketing.

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#### Social competences:

The student is aware of the importance of knowledge in solving marketing problems and continuous improvement.

The student is aware of the understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the related responsibility for decisions made.

The student is able to plan and manage business ventures.

Student is aware of professional behavior, adherence to professional ethics and respect for the diversity of views and cultures.

### 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 education process, adjusting the teaching to the level of students, and showing students the scope of the material learned within the subject; summative assessment: the knowledge acquired during the lecture is verified in the form of a colloquium (in the case of distance classes with the use of the Moodle platform, and in the case of direct classes - in the last class. Students receive standardized questions in the form of a test. The condition for obtaining a positive grade is obtaining more than 50% of the points.

Exercises: the skills acquired during the exercises 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 exercise, which is defended by the teams, and the result of the defense is the final grade ( in the case of remote classes using the Moodle platform).

### Programme content

The program covers basic issues of marketing management in an enterprise, in particular: the basics of marketing systems, conducting marketing research, marketing product design, promotion, distribution and price management.

### Course topics

Lecture: Genesis and the concept of marketing - its place in the functioning of the company. The company's market environment. Structures and types of marketing, basic functions of marketing. Behavior of buyers. Market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, target market selection. Marketing-mix as a concept of influencing the market. Influencing the market through product, distribution, pricing and promotion. Introduction to Marketing Management.

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

### Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on the blackboard (in the case of remote classes with the use of Skype and Moodle platforms).

Exercises: exercise method - auditorium, project method - for the implementation of certain tasks in teams (in the case of remote classes with the use of Skype and the Moodle platform)

## Bibliography

### Basic:

Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020.

Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018.

Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017.

Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017.

### Additional:

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## Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
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)	45	1,50