



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing strategies for quality and safety management [S2IBiJ1-JiEwBP>SMwZ]

Course

Field of study

Safety and Quality Engineering

Year/Semester

2/3

Area of study (specialization)

Quality and Ergonomics in Work Safety

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

The student has the basic knowledge necessary to understand the social and legal conditions of conducting engineering activities. The student has the ability to use the indicated sources and interpret social phenomena. The student understands the need to expand their competences in the field of social sciences.

Course objective

Providing students with knowledge on the requirements for entrepreneurs and other organizations in the field of methods and tools useful for developing marketing strategies, taking into account the aspects of quality and safety.

Course-related learning outcomes

Knowledge:

1. The student knows in depth the principles of creating and ways to develop various forms of entrepreneurship, in particular relating to marketing strategies and related to safety engineering, quality and safety at work [K2_W12].
2. The student knows in-depth the principles of information flow, communication, cybersecurity and the

use of market data for the management of marketing strategies and organization security [K2_W15].

Skills:

1. The student is able to use methods and tools for solving complex and unusual problems as well as advanced information and communication techniques in the process of developing marketing strategies characteristic of the professional environment related to security management in organizations [K2_U02].
2. The student is able to formulate and test hypotheses related to simple research problems required in the development of marketing strategies, and characteristic of safety engineering, quality, ergonomics and occupational safety and crisis management [K2_U04].

Social competences:

1. The student shows creativity and entrepreneurship, especially when developing marketing strategies [K2_K04].
2. The student is ready to perform tasks related to security management in the organization in an ethical manner, to persuade others to observe the principles of professional ethics and to develop professional values in this area [K2_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: assessment forming discussions summarizing individual lectures, legal problems solved during classes, giving the opportunity to assess the student's understanding of the issues.

The knowledge acquired during the lecture is verified by two 15-minute colloquia, each of which consists of 5-10 questions, scored differently, the need to pass both colloquia.

Exercises: the knowledge acquired during the exercises is verified by two 15-minute colloquiums, each of which consists of 5-10 questions, scored differently. Both tests must be passed.

Rating scale:

- 0-50 pkt - 2.0;
- 51-60 pkt - 3.0;
- 61-70 pkt - 3.5;
- 71-80 pkt - 4.0;
- 81-90 pkt - 4.5;
- 91-100 pkt - 5.0

Programme content

Lecture:

Marketing strategy - role and importance in marketing management. The process of developing a marketing strategy. Product and market strategies, brand strategy and new product strategy. Strategy of distribution processes. Pricing policy strategy. Communication strategy, the role of the Internet in marketing communication. Competition strategies. Segmentation and individualization strategies. Control in marketing activities.

Exercises:

Methods of identifying buyers' needs - product, assortment, brand and new product management tools. Price functions in marketing strategy. Factors influencing the determination of the distribution strategy. Methods of mass and individual communication strategies as well as creative and media strategies. Methods of building a competitive advantage. Segmentation of buyers - selection of target markets.

Course topics

Lecture

Strategic Marketing - Role and Importance in Marketing Management

Strategic marketing plays a crucial role in the marketing management of an enterprise. It defines the company's direction, helps achieve business objectives, enables effective competition in the market, and meets customer needs. Developing a marketing strategy requires market analysis, competition evaluation, and assessment of the company's internal resources.

Process of Developing a Marketing Strategy

The process of developing a marketing strategy involves several key stages:

Market Situation Analysis: Researching the market, analyzing competition, assessing opportunities and threats.

Defining Marketing Objectives: Establishing specific, measurable, achievable, realistic, and time-bound goals (SMART).

Market Segmentation: Dividing the market into groups of customers with similar needs and characteristics.

Target Market Selection: Identifying the market segments the company will focus on.

Positioning: Defining the unique value of the company's offer and communicating it in the market.

Marketing Plan Development: Determining marketing actions and tools (marketing-mix) and budgeting.

Product-Market Strategies, Brand Strategy, and New Product Strategy

Product-market strategies involve decisions about introducing new products to the market, developing existing products, and withdrawing products from the market. Brand strategy focuses on building and strengthening brand image, increasing brand recognition and value. New product strategy involves planning and launching innovative products that meet new customer needs.

Distribution Process Strategy

Distribution strategy includes selecting and managing distribution channels to ensure product availability for customers at the right places and times. Key decisions involve choosing intermediaries, logistics, inventory management, and organizing the distribution network.

Pricing Policy Strategy

Pricing strategy involves setting product prices in a way that maximizes company profits while meeting customer needs and remaining competitive in the market. Important factors include production costs, competitor prices, price elasticity of demand, and the perceived value of the product by the customer.

Communication Strategy, Role of the Internet in Marketing Communication

Marketing communication strategy involves planning and executing activities to convey the company's value proposition to customers. The internet plays a crucial role in modern marketing communication, allowing companies to reach a wide audience quickly and effectively. Tools like social media, email marketing, SEO, and SEM enable precise targeting and personalization of messages.

Competitive Strategies

Competitive strategies involve actions aimed at gaining a competitive advantage in the market. Companies can use different strategies, such as:

Cost Strategy: Reducing production costs and offering products at lower prices.

Differentiation Strategy: Offering unique products or services that stand out from the competition.

Focus Strategy: Concentrating on a narrow market segment and meeting its specific needs.

Segmentation and Individualization Strategies

Segmentation strategies involve dividing the market into smaller groups of customers with similar characteristics and needs, allowing for better alignment of the offer to their expectations. Individualization strategies focus on tailoring products, services, and marketing communication to the individual needs and preferences of specific customers.

Control in Marketing Activities

Control in marketing activities involves monitoring and evaluating the implementation of the marketing strategy and making necessary adjustments. Key control elements include analyzing sales results, assessing the effectiveness of marketing campaigns, monitoring customer satisfaction, and analyzing return on investment (ROI).

Exercises

Methods of Identifying Customer Needs

Exercises involve using various methods and tools to identify customer needs, such as market research, surveys, interviews, consumer behavior analysis, and sales data analysis. Participants learn how to collect and analyze data to better understand customer expectations and tailor the offer to their needs.

Product, Assortment, Brand, and New Product Management Tools

Exercises focus on managing products and assortments, including planning and introducing new products to the market, managing product life cycles, and building and strengthening brands. Participants learn to use tools such as the BCG matrix, SWOT analysis, product portfolio management, and branding strategies.

Functions of Pricing in Marketing Strategy

Exercises include analyzing the functions of pricing in marketing strategy, including setting prices based on costs, competition, perceived value by the customer, and price elasticity of demand. Participants learn how to set prices that are attractive to customers and profitable for the company.

Factors Influencing Distribution Strategy

Exercises focus on analyzing factors influencing the selection and management of distribution channels, such as costs, availability, customer preferences, competition, and logistical capabilities. Participants learn how to develop an effective distribution strategy that ensures product availability for customers at the right places and times.

Methods of Mass and Individual Communication Strategies, Creative and Media Strategies

Exercises involve planning and executing marketing communication strategies, including mass communication (e.g., TV, radio, print ads) and individual communication (e.g., email marketing, direct marketing). Participants also learn to develop creative strategies that attract customer attention and media strategies that use appropriate communication channels.

Methods of Building Competitive Advantage

Exercises focus on analyzing and applying different methods of building competitive advantage, such as cost reduction, product differentiation, innovation, and improving customer service quality. Participants learn how to develop and implement strategies that allow the company to stand out from the competition and gain customer loyalty.

Customer Segmentation - Target Market Selection

Exercises involve the process of market segmentation, dividing the market into groups of customers with similar characteristics and needs, and selecting target markets for marketing activities. Participants learn to analyze various segmentation criteria, such as demographics, psychographics, and purchasing behaviors, and develop marketing strategies tailored to specific segments.

Teaching methods

Lecture - informative, problem-based presentation, discussion with the use of multimedia presentation, case method, discussion.

The lecture is conducted using distance learning techniques in a synchronous mode.

Acceptable platforms: eMeeting, Zoom, Microsoft Teams.

Exercises - discussion and analysis based on the case method, analyzing own examples.

Bibliography

Basic:

1. Potwora D., Potwora W., Innowacje a strategie marketingowe przedsiębiorstw, Wydawnictwo Difin, Warszawa, 2020.
2. Strategie marketingowe, red. nauk. W. Wrzosek; Polskie Wydawnictwo, Warszawa, 2013.
3. Kotler P., Keller K. L., Marketing, Rebis, Poznań, 2022.
4. Kotler M., Kotler P., Przez marketing do wzrostu. 8 zwycięskich strategii. Rebis, Poznań, 2014.

Additional:

1. Badanie znajomości marek przedsiębiorstw na potrzeby zewnętrznego employer brandingu - wyniki badań studentów Politechniki Poznańskiej, Szafranski M., Graczyk-Kucharska M., Goliński M., Spychała M., Nauki o zarządzaniu i jakości, Nr. 2, 2019.
2. Marketing przedsiębiorstw przemysłowych, pod red. Mantura W, Wydawnictwo Politechniki Poznańskiej, Poznań, 2000.
3. Majchrzak, J., & Goliński, M. (2020). The concept of the qualitology and grey system theory application in marketing information quality cognition and assessment. Central European Journal of Operations Research, 28(2), 817-840.

Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	30	1,00