



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [N1IZarz1>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

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

18

Laboratory classes

0

Other

0

Tutorials

16

Projects/seminars

0

Number of credit points

5,00

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:

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 3rd and 4th 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

1 The origin and concept of marketing - its place in the functioning of the enterprise

Marketing is the process of planning and executing the concept of product, pricing, promotion and distribution of ideas, products and services in order to create exchanges that satisfy the goals of individuals and organizations. The genesis of marketing dates back to the time when surplus goods began to be produced and needed to be disposed of. In a company, marketing plays a key role in building relationships with customers, analyzing the market, promoting products and adapting offerings to meet changing consumer needs.

2 Evolution of marketing orientations

Marketing orientations have evolved over time from production, product, sales, marketing and social.

- Production orientation focused on maximizing production and reducing costs.
- Product orientation emphasized quality and product innovation.
- Sales orientation focused on aggressive sales and promotion techniques.
- Marketing orientation is concerned with meeting consumer needs through market research and adjusting offerings.
- Social orientation incorporates social welfare and sustainability into marketing efforts.

3 The market environment of the enterprise. Structures and varieties of marketing, basic functions of marketing

The market environment of the enterprise includes micro- and macro-environment. Micro-environment includes factors that directly affect the business, such as customers, competitors, suppliers. Macro environment includes factors such as political, economic, social, technological, legal and environmental. Marketing is divided into different varieties, including B2B, B2C, online, service, social marketing and many others. The basic functions of marketing are market research, market segmentation, positioning, marketing strategy planning, promotion, distribution, pricing, customer relationship management.

4 Buying behavior - the buying decision process

The purchase decision process consists of five stages:

- Identification of need: The consumer notices a need or problem.
- Information seeking: The consumer seeks information about products that can meet his or her needs.
- Evaluation of alternatives: The consumer compares different products and offers.
- Purchase decision: The consumer makes a decision to buy a particular product.
- Post-purchase behavior: The consumer evaluates satisfaction with the purchase, which can influence future purchasing decisions.

5 Competitors and market competition

Market competition refers to rivalry between companies offering similar products or services in the same market. Competitive analysis involves identifying major competitors, analyzing their strengths and weaknesses, marketing strategies and market share. Companies use various competitive strategies such as cost advantage, product differentiation, niche market focus to gain an advantage over competitors.

6 Marketing information system

A marketing information system (SIM) is a structure that collects, stores, analyzes and distributes information needed to make marketing decisions. The SIM consists of internal company data, market research data, external data from the market environment and analytical tools. With SIM, companies can better understand market needs, monitor competition, evaluate the effectiveness of marketing activities and plan future strategies.

7 Market research and analysis - market structure and forms, market segmentation, target market selection

Market research involves collecting and analyzing information about the market, consumers and competition. Market structure refers to the organization and characteristics of the market, such as oligopolistic, monopolistic, competitive market. Market segmentation is the process of dividing the market into homogeneous groups of consumers who have similar needs and behaviors.

8 Marketing-mix as a concept for influencing the market

The marketing-mix, also known as the 4Ps, comprises four elements: product (Product), price (Price), distribution (Place) and promotion (Promotion). It is a tool used by companies to shape their market offer in a way that meets the needs and expectations of consumers. Effective management of the marketing-mix allows companies to achieve a competitive advantage and a better position in the market.

Influencing the market through product, distribution, pricing and promotion

Each element of the marketing-mix has its specific functions and importance in influencing the market:

- Product: Includes features, quality, design, brand, packaging, after-sales service.
- Price: Pricing strategy, discount policy, price elasticity, price psychology.
- Distribution: Distribution channels, logistics, stock management, location of points of sale.
- Promotion: Advertising, personal selling, sales promotions, public relations, direct marketing.

10 Introduction to marketing management

Marketing management is the process of planning, executing and controlling marketing activities to achieve an organisation's objectives. It involves analyzing the market, developing a marketing strategy, managing

the marketing-mix, monitoring performance and adjusting activities in response to changing market conditions. A key element is understanding the needs of customers and tailoring the company's offering to meet those needs.

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:

1. Marketing, Kotler P., Rebis, Warszawa, 2006.
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.
6. Szafranski M. (2013), Promocja nauki oraz badanie skuteczności działań promocyjnych - stan obecny oraz perspektywy rozwoju w oparciu o rozwiązania stworzone w projekcie „Partnerski Związek Nauki i Postępu”, w: Nauka i postęp. Zarządzanie wiedzą dla innowacji, praca pod redakcją Marka Golińskiego i Macieja Szafranski, Wydawnictwo MJ Media sp. z o.o., Poznań 2013, ISBN 978-83-927928-3-3, stron 143.
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	35	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	90	3,50