



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing in Commerce and Services [N1IZarz1>MwHiU]

### Course

Field of study

Engineering Management

Year/Semester

4/7

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

10

Laboratory classes

0

Other

0

Tutorials

10

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

dr hab. inż. Maciej Szafranski  
maciej.szafranski@put.poznan.pl

### Lecturers

### Prerequisites

Knowledge and skills acquired during the following courses: marketing, financial accounting.

### Course objective

Students acquire knowledge and basic skills of marketing activities in service and trade companies as well as in relation to service processes in other enterprises.

### Course-related learning outcomes

Knowledge:

The student identifies and describes the characteristic features of commercial and service enterprises as market entities, including their functions and classifications [P6S\_WG\_01].

The student classifies and explains different forms of services and their features in the context of marketing strategies [P6S\_WG\_03].

The student discusses ethical principles and their impact on marketing activities in trade and services [P6S\_WK\_01].

Skills:

The student conducts an analysis of marketing strategies in service companies, including market segmentation and service positioning [P6S\_UW\_04].

The student interprets data from marketing research and applies it in diagnosing the service industry [P6S\_UW\_05].

The student analyzes and interprets Incoterms rules in the context of international marketing [P6S\_UW\_06].

Social competences:

The student develops and implements marketing plans and strategies, considering legal, economic, and organizational aspects [P6S\_KO\_01, P6S\_KO\_03].

The student analyzes and evaluates the impact of cultural diversity on marketing activities in the international arena, considering professional ethics [P6S\_KR\_02].

The student recognizes and assesses cause-and-effect relationships in achieving marketing goals, both at the local and international levels [P6S\_KK\_02].

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: formative assessment: during the lectures short discussions are conducted to check the effectiveness of the learning process to allow professors to adapt the teaching pace to students' actual capabilities and allow the students to see the scope of knowledge they were able to acquire during the class; the colloquium between the second and third lecture containing minimum 5 questions. Minimum score to receive lecture credit is 51%. Summary assessment: the level of obtaining relevant knowledge is summarized in the colloquium at the last lecture, i.e., the cross-sectional test which contains 15 questions. Minimum score to receive lecture credit is 51%.

Tutorials: formative assessment: skills acquired during seminars are verified both based on partial tasks carried out by students. The formative mark is based on the student's presentation prepared in teams and presented between fourth and fifth lecture and based on the colloquium schedules in the second part of the semester. Minimum score to receive formative assessment credit is 51%. Summary assessment: the final mark is the average of two partial marks obtained by students during the semester; each of the partial mark must be higher than 50% of points.

## Programme content

The program covers issues related to marketing management in service and trade enterprises with elements of solving problems in the field of marketing planning and commercial activities.

## Course topics

Lecture: Commercial and service enterprises as market entities. Services and their characteristics (properties). Marketing research and service market segmentation. Service positioning. Strategies and marketing programs for services, their prices, distribution, and promotion. Relational marketing in service companies. Customer service process in service enterprises. Trade functions and classifications. Wholesale trade and retail trade. Trade prices and trade margins. Inventory control in commercial enterprises. Merchandising - strategies and instruments. Incoterms rules.

Tutorials: marketing strategy in service company, process approach to services; identifying and diagnosing service industries; service classification; diagnosing a service enterprise, marketing mix according to the 7P formula, sales management in service company, marketing strategy in service company.

## Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples shown on boards.

Tutorials: seminar method - auditorium, design method applies to some tasks assigned to teams.

## Bibliography

Basic:

1. Payne A., Marketing usług, PWE, 1996.

2. Goliński M., Mierzwiak R., Szafranski M., Więcek-Janka E., Organizacja działalności usługowej, Wydaw. Politechniki Poznańskiej, Poznań, 2010.

3. Bondarowska K., Goliński M., Szafranski M., Zarządzanie relacjami z klientem, Wydaw. Politechniki Poznańskiej, Poznań, 2010.
4. Szafranski M., Skuteczność usług w ujęciu kwalitologicznym, w: Współczesne nurty w inżynierii jakości, praca zbiorowa pod redakcją P. Grudowskiego, J. Preihs i P. Waszczura, Wydawca: Katedra Technologii Maszyn i Automatyzacji Produkcji, Wydział Mechaniczny Politechniki Gdańskiej, Politechnika Gdańska, Gdańsk, 2005, s. 79-86.
5. Sławińska M., Zarządzanie przedsiębiorstwem handlowym, PWE, Warszawa, 2002.
6. Sławińska M., Urbanowska-Sojkin E., Zarządzanie marketingowe przedsiębiorstwem handlowym, Akademia Ekonomiczna, Poznań, 2001.

Additional:

1. Furtak R.: Marketing partnerski na rynku usług. PWE, Warszawa 2003.
2. Marketing, Kotler P., Rebis, Warszawa, 2006.
3. Mudie P., Cottam A., Usługi. Zarządzanie i marketing. PWN, Warszawa 1998.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	20	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	2,00