



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [S1ZiIP2>MAR]

Course

Field of study

Management and Production Engineering

Year/Semester

3/5

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

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:

1. Student has extended and in-depth knowledge of the sciences necessary for understanding and describing marketing issues.
2. Student knows the research methodology and methods and tools for modeling processes occurring between market participants.
3. Student knows and understands the basic marketing instruments and strategic aspects of marketing.

4. Student has knowledge about marketing in the aspect of management sciences and about the place and relationship of marketing with contextual and ergological sciences.
5. Student knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management in the aspect of marketing.

Skills:

1. Student analyze proposed solutions to specific management problems in marketing and propose appropriate solutions in this respect.
2. Student can correctly interpret social (cultural, political, legal, economic) phenomena in the field of marketing.
3. Student can properly analyze the causes and course of specific social processes and phenomena (cultural, political, legal, economic) in the field of marketing.

Social competences:

1. Student can perceive cause-and-effect relationships in achieving set goals and rank the importance of alternative or competitive tasks.
2. Student is aware of the importance of professional conduct, compliance with the principles of professional ethics and respect for the diversity of views and cultures, as well as care for the traditions of the managerial profession

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; 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 (9 questions). Several different tests have been developed with similar difficulty questions. Students are divided into groups, and for each group the tests are selected randomly. All students have the same time to solve them. The tests are cross-sectional. A condition for obtaining a positive assessment is obtaining more than 50% of points. Assignment of grades to percentage ranges of results: <90-100> very good; <80-90) good plus; <70-80) good; <60-70) satisfactory plus; <50-60) satisfactory; <0-50) unsatisfactory. Exercises: the skills acquired during the tutorials 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 needs of the exercises, which is defended by the teams, and the result of the defense is the final grade.

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: 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.

Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on a blackboard.

Exercises: exercise method - auditorium, 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.

Breakdown of average student's workload

| | Hours | ECTS |
|---|-------|------|
| Total workload | 50 | 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) | 20 | 1,00 |