



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing in commerce and services [S2ZE1E>MwHiU]

Course

Field of study
Green Energy

Year/Semester
1/2

Area of study (specialization)
–

Profile of study
general academic

Level of study
second-cycle

Course offered in
English

Form of study
full-time

Requirements
elective

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
0

Number of credit points

1,00

Coordinators

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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:

Student has a knowledge related with the relation between the electrical engineering and other nontechnical fields, such as, economy, law, ethic as well as knowledge related with the protection of industrial property rules and authors' rights.

Skills:

Student can plan and realized personal development, motivate and direct the others.

Social competences:

Student is aware of the need for respect of other entities laws in the individual work and in the teamwork, as well as for honesty and responsibility in tasks performance and for following the professional ethic rules and need for activities which supports this rules.

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 in order 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; summary assessment: the level of obtaining relevant knowledge is summarized in the colloquium and consulted with the tutor.

Programme content

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. Merchandising - strategies and instruments.

Course topics

none

Teaching methods

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

Bibliography

Basic:

1. Payne A., Marketing usług, PWE, 1996.
2. Goliński M., Mierzwiak R., Szafrąński M., Więcek-Janka E., Organizacja działalności usługowej, Wydaw. Politechniki Poznańskiej, Poznań, 2010.
3. Bondarowska K., Goliński M., Szafrąński M., Zarządzanie relacjami z klientem, Wydaw. Politechniki Poznańskiej, Poznań, 2010.
4. Szafrąński 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	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50