



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Fundamentals of Marketing [S1DSwB1>PMar]

Course

Field of study

Data Science in Business

Year/Semester

1/2

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

3,00

Coordinators

dr inż. Marek Goliński

marek.golinski@put.poznan.pl

dr hab. inż. Maciej Szafranski prof. PP

maciej.szafranski@put.poznan.pl

Lecturers

Prerequisites

Students starting this subject should have a basic knowledge of economics as well as management and quality sciences. They should be able to interpret and describe economic phenomena affecting the company. They should be able to assess how to achieve goals while maintaining good relations with partners and colleagues, be aware of their knowledge of economics and management and quality sciences, and understand and be able to analyse basic social phenomena related to 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:

Defines basic concepts and principles of the functioning of marketing systems and their role within an

organization [DSB1_W03].

Describes the market environment of an organization, including marketing structures and types, as well as market competition [DSB1_W06].

Identifies the basic functions of marketing and their significance in business management [DSB1_W08].

Explains the marketing-mix concept and its application in influencing the market [DSB1_W10].

Recognizes the principles of market segmentation, selecting target markets, and their impact on the marketing strategy [DSB1_W10].

Skills:

Analyzes buyer behavior and its impact on the marketing decisions of a company [DSB1_U01].

Designs marketing research or market analysis, defining their scope and methodology [DSB1_U13].

Develops a marketing strategy regarding product, distribution, price, and promotion [DSB1_U14].

Segments customers based on selected criteria and selects an appropriate marketing strategy [DSB1_U13].

Sets the product price, justifying its level in the context of customer value and market strategy [DSB1_U13].

Creates elements of the promotional message, including advertising slogans, promotional content, and selecting communication channels [DSB1_U14].

Social competences:

Collaborates in an interdisciplinary team, working on projects related to market analysis and marketing strategy [DSB1_K03].

Takes business initiatives based on market analysis and marketing strategy [DSB1_K04].

Is ready to apply ethical principles in marketing activities and corporate social responsibility [DSB1_K04].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: formative assessment: short discussions to check the effectiveness of the learning process, adapt teaching to the level of the students, and show students the scope of the material mastered within the subject; **test - online test** as part of the student's own work - 5 questions - maximum number of points 15; **summary assessment:** The knowledge acquired during the lecture is verified in the form of a test. Students receive standardised questions in the form of a stationary test (9 questions). Several different tests with similar question difficulty are developed. Students are divided into groups, and tests are randomly selected for each group. All students have the same time to complete the test. The tests are cross-sectional; the maximum number of points is 85. A student can receive a maximum of 100 points in total from two tests. A condition for a positive grade is obtaining more than 50% of the points.

Exercises: formative assessment: skills acquired during the exercises are verified on the basis of partial tasks that are performed in teams; **assessment of subsequent stages of task implementation.**

Summative assessment: the results of subsequent tasks make up the marketing mix of the product selected for the purposes of the exercises, which is defended by the teams, and the result of the defence is the final grade.

Programme content

The programme covers the basic issues of marketing management in a company, in particular: the basics of marketing systems, marketing product design, promotion, distribution and price management.

Course topics

Lecture: Origin and concept of marketing - its place in the functioning of a company. Market environment of a company. Structures and variations of marketing, basic functions of marketing. Buyer behaviour. Market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, target market selection. Marketing mix as a concept of influencing the market. Influencing the market through product, distribution, pricing and promotion. Introduction to marketing management.

Exercises: product concept, name, logo, brand, marketing research project or market analysis and its partial realisation, complementary goods, substitutes, competition, life cycle, product value level analysis, customer segmentation, price determination + justification, distribution channels, target group of the promotional message, promotion objective, promotion tools, advertising slogan, advertising.

Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples on the board.

Exercises: exercise method - auditorium, project method - when carrying out certain tasks in teams..

Bibliography

Basic:

1. Kotler P. (2006), Marketing, Rebis, Warszawa.
2. Kotler P., Keller, K.L. (2012), Marketing, Rebis, Warszawa.
3. Mantura W. (2002), Marketing przedsiębiorstw przemysłowych, Wyd. Politechniki Poznańskiej, Poznań.

Additional:

1. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011.
2. Szymura-Tyc M. (2009), International Marketing and Business in the CEE Markets, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach.
3. Pilarczyk B., Mruk H. (2006), Kompendium wiedzy o marketingu, PWN, Warszawa.
4. Szafrański, M., Szafrański, D. (2024), Wykorzystanie AI w opracowaniu programów kształcenia marketingowego, dla kierunków menedżerskich, in: Marketing. Koncepcje i doświadczenia, Mruk, H., Sawicki, A. (eds.), Wydawnictwo bernardinum, pp. 191-221.
5. Kaczmarczyk S. (2014), Badania marketingowe, Polskie Wydawnictwo Ekonomiczne, 2014.

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	32	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	43	2,00