



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing strategies for quality and safety management [N2IBiJ1-JiEwBP>SMwZ]

Course

Field of study

Safety and Quality Engineering

Year/Semester

2/3

Area of study (specialization)

Quality and Ergonomics in Work Safety

Profile of study

general academic

Level of study

second-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

2,00

Coordinators

dr inż. Marek Goliński

marek.golinski@put.poznan.pl

Lecturers

Prerequisites

The student has the basic knowledge necessary to understand the social and legal conditions of conducting engineering activities. The student has the ability to use the indicated sources and interpret social phenomena. The student understands the need to expand their competences in the field of social sciences.

Course objective

Providing students with knowledge on the requirements for entrepreneurs and other organizations in the field of methods and tools useful for developing marketing strategies, taking into account the aspects of quality and safety.

Course-related learning outcomes

Knowledge:

1. The student knows in depth the principles of creating and ways to develop various forms of entrepreneurship, in particular relating to marketing strategies and related to safety engineering, quality and safety at work [K2_W12].
2. The student knows in-depth the principles of information flow, communication, cybersecurity and the

use of market data for the management of marketing strategies and organization security [K2_W15].

Skills:

1. The student is able to use methods and tools for solving complex and unusual problems as well as advanced information and communication techniques in the process of developing marketing strategies characteristic of the professional environment related to security management in organizations [K2_U02].
2. The student is able to formulate and test hypotheses related to simple research problems required in the development of marketing strategies, and characteristic of safety engineering, quality, ergonomics and occupational safety and crisis management [K2_U04].

Social competences:

1. The student shows creativity and entrepreneurship, especially when developing marketing strategies [K2_K04].
2. The student is ready to perform tasks related to security management in the organization in an ethical manner, to persuade others to observe the principles of professional ethics and to develop professional values in this area [K2_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: assessment forming discussions summarizing individual lectures, legal problems solved during classes, giving the opportunity to assess the student's understanding of the issues.

The knowledge acquired during the lecture is verified by two 15-minute colloquia, each of which consists of 5-10 questions, scored differently, the need to pass both colloquia.

Exercises: the knowledge acquired during the exercises is verified by two 15-minute colloquiums, each of which consists of 5-10 questions, scored differently. Both tests must be passed.

Rating scale:

- 0-50 pkt - 2.0;
- 51-60 pkt - 3.0;
- 61-70 pkt - 3.5;
- 71-80 pkt - 4.0;
- 81-90 pkt - 4.5;
- 91-100 pkt - 5.0

Programme content

Lecture:

Marketing strategy - role and importance in marketing management. The process of developing a marketing strategy. Product and market strategies, brand strategy and new product strategy. Strategy of distribution processes. Pricing policy strategy. Communication strategy, the role of the Internet in marketing communication. Competition strategies. Segmentation and individualization strategies. Control in marketing activities.

Exercises:

Methods of identifying buyers' needs - product, assortment, brand and new product management tools. Price functions in marketing strategy. Factors influencing the determination of the distribution strategy. Methods of mass and individual communication strategies as well as creative and media strategies. Methods of building a competitive advantage. Segmentation of buyers - selection of target markets.

Course topics

Lecture:

Marketing Strategy - Role and Importance in Marketing Management

Role of Marketing Strategy: How a marketing strategy impacts overall management in a company, its significance in achieving business goals.

Importance in Marketing Management: Integration of marketing strategy with other areas of management, its influence on operational and strategic decisions.

Process of Developing a Marketing Strategy

Steps of Strategy Development: Market analysis, goal setting, selection of tools and methods, implementation, and monitoring and evaluation of results.

SWOT Analysis: Assessment of the company's strengths and weaknesses, identification of opportunities and threats in the market.

Setting Marketing Goals: Formulating specific, measurable, achievable, realistic, and time-bound goals.

Product-Market Strategies

Product Development Strategy: Creating and introducing new products, modifying existing products.

Market Penetration Strategy: Increasing market share in existing markets, intensifying marketing activities.

Diversification Strategy: Introducing new products into new markets.

Brand Strategy and New Product Strategy

Brand Strategy: Building and managing brand image, positioning the brand in the market.

New Product Strategy: Process of introducing a new product to the market, analysis of the product life cycle.

Distribution Process Strategy

Distribution Channels: Selecting appropriate distribution channels, managing the supply chain.

Distribution Logistics: Optimizing logistical processes, reducing distribution costs.

Pricing Policy Strategy

Pricing Methods: Cost analysis, competition analysis, perceived value analysis.

Pricing Strategies: Penetration strategies, skimming strategy, pricing strategies in the maturity and decline phases of the product life cycle.

Communication Strategy, Role of the Internet in Marketing Communication

Marketing Communication Tools: Advertising, sales promotion, public relations, direct marketing.

Role of the Internet: Using digital tools in marketing communication, internet marketing strategies.

Competition Strategies

Competition Analysis: Identification and analysis of competitors, their strengths and weaknesses.

Competitive Strategies: Cost leadership strategies, differentiation strategy, focus strategy.

Segmentation and Individualization Strategies

Market Segmentation: Segmentation criteria, selection of target markets, segment analysis.

Individualization: Personalization of offers, adapting products and services to individual customer needs.

Control in Marketing Activities

Monitoring and Evaluation of Marketing Activities: Tools and methods of control, KPIs (Key Performance Indicators), analysis of marketing campaign effectiveness.

Exercises:

Methods for Identifying Customer Needs

Marketing Research: Surveys, interviews, focus groups, market data analysis.

Product, Assortment, Brand, and New Product Management Tools: Product life cycle analysis, BCG matrix, product portfolio analysis.

Functions of Price in Marketing Strategy

Role of Price: Impact of price on consumer perception of the product, pricing strategy as an element of

brand positioning.

Pricing Methods: Cost analysis, perceived value analysis, price benchmarking.

Factors Influencing Distribution Strategy

Selection of Distribution Channels: Analysis of distribution options, direct and indirect channels.

Logistical Factors: Transportation costs, delivery time, service quality.

Methods of Mass and Individual Communication Strategies, Creative and Media Strategies

Mass Communication: TV, radio, press, internet advertising.

Individual Communication: Direct marketing, email marketing, relationship marketing.

Creative Strategy: Creating advertising messages, choosing communication channels.

Media Strategy: Media planning, media selection, advertising budget allocation.

Methods for Building Competitive Advantage

Product Innovations: Introducing new technologies, developing new products.

Customer Service Quality: Improving customer service processes, building customer loyalty.

Operational Efficiency: Optimizing business processes, reducing operational costs.

Customer Segmentation - Target Market Selection

Segmentation Criteria: Demographic, geographic, psychographic, behavioral.

Segment Analysis: Assessment of market segment attractiveness, growth potential, profitability.

Target Market Selection: Decisions on prioritizing segments, adapting marketing strategy to selected segments.

Teaching methods

Lecture- informative, problem-based presentation, discussion with the use of multimedia presentation, case method, discussion.

The lecture is conducted using distance learning techniques in a synchronous mode.

Acceptable platforms: eMeeting, Zoom, Microsoft Teams.

Exercises - discussion and analysis based on the case method, analyzing own examples.

Bibliography

Basic:

1. Potwora D., Potwora W., Innowacje a strategie marketingowe przedsiębiorstw, Wydawnictwo Difin, Warszawa, 2020.

2. Strategie marketingowe, red. nauk. W. Wrzosek; Polskie Wydawnictwo, Warszawa, 2013.

3. Kotler P., Keller K. L., Marketing, Rebis, Poznań, 2022.

4. Kotler M., Kotler P., Przez marketing do wzrostu. 8 zwycięskich strategii. Rebis, Poznań, 2014.

Additional:

1. Badanie znajomości marek przedsiębiorstw na potrzeby zewnętrznego employer brandingu - wyniki badań studentów Politechniki Poznańskiej, Szafranski M., Graczyk-Kucharska M., Goliński M., Spychała M., Nauki o zarządzaniu i jakości, Nr. 2, 2019.

2. Marketing przedsiębiorstw przemysłowych, pod red. Mantura W, Wydawnictwo Politechniki Poznańskiej, Poznań, 2000.

3. Majchrzak, J., & Goliński, M. (2020). The concept of the quality cognition and assessment. Central European Journal of Operations Research, 28(2), 817-840.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
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)	30	1,00