



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing methods and tools in security and quality management [N1IBiJ1>MiNMwBiZJ]

Course

Field of study

Safety and Quality Engineering

Year/Semester

3/6

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

9

Laboratory classes

0

Other

0

Tutorials

9

Projects/seminars

0

Number of credit points

2,00

Coordinators

dr inż. Marek Goliński

marek.golinski@put.poznan.pl

dr hab. inż. Maciej Szafranski prof. PP

maciej.szafranski@put.poznan.pl

Lecturers

Prerequisites

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 and basic processes in security engineering. 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, methods and tools, of solving marketing problems in safety and quality management.

Course-related learning outcomes

Knowledge:

1. The student knows issues in the field of management and organization as well as marketing and logistics in the context of safety and quality engineering [K1_W08].
2. The student knows the principles of creating and developing forms of individual entrepreneurship and problems arising from the operation of enterprises in the market environment [K1_W13].

Skills:

1. The student is able to use analytical, simulation and experimental methods to formulate and solve engineering tasks, also using information and communication methods and tools [K1_U04].
2. The student is able to plan, organize and carry out individual and team work and conduct experiments, including measurements and computer simulations, interpret the obtained results and draw conclusions [K1_U11].

Social competences:

1. The student is aware of the importance of knowledge in solving problems in the field of safety and quality engineering and continuous improvement [K1_K02].
2. The student is able to plan and manage business ventures [K1_K04].
3. The student is able to demonstrate professionalism and follow the principles of professional ethics, promoting respect for diversity and building a culture of safety and quality [K1_K06].

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 education process, adjusting teaching to the level of students, and showing students the scope of the material learned within the subject; a test in the form of a test containing at least 3 questions; pass threshold - minimum 51%.

Summative assessment: the knowledge acquired during the lecture is verified in the form of a test at the last class. Students receive questions in the form of a test or open-ended questions. All students have the same time to solve them. The test is cross-sectional. The condition for obtaining a positive assessment is obtaining more than 51% of the points.

Exercises:

The skills acquired during the classes are verified on the basis of partial tasks that are performed in teams. Forming assessment is carried out in the middle of the semester and concerns the partial results of the work of students' tasks - pass threshold - minimum 51%. The results of subsequent tasks make up the marketing-mix associated with the selected company or product selected for the exercise, the study is defended by teams, and the result of the defense is a summative assessment - pass threshold - minimum 51%.

Programme content

Lecture: The genesis and the concept of marketing - its place in the functioning of the company. The evolution of marketing orientations. The market environment of the enterprise. Structures and types of marketing, basic functions of marketing. Buyer Behavior - Purchase Decision Process. Competitors and 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, packaging, brand, marketing research project or market analysis and their partial implementation, complementary goods, substitution goods, competition, life cycle, analysis of product value levels, customer segmentation, base price determination, distribution channels, target group of the message promotion, promotion target, promotion tools, advertising slogan, advertising.

Course topics

Lecture

The Role of Marketing in Business Operations

Marketing plays a crucial role in the functioning of modern enterprises by helping to identify and meet customer needs and supporting the achievement of business goals. Effective marketing contributes to increased sales, improved company image, customer loyalty, and gaining a competitive advantage.

Market-Oriented Business Model

A market-oriented business focuses on analyzing and understanding the market and adapting its offerings to the changing needs and expectations of customers. This model includes activities related to market research, segmentation, targeting, and positioning of products and services.

Incorporating Safety Factors in Marketing Management

Safety is a key aspect of marketing management, especially in the context of products and services. Companies must consider consumer safety, data protection, and compliance with legal regulations. Safe products and services build customer trust and enhance brand image.

Shaping the Product Offering Including Product Design and Service Quality

Shaping the product offering involves designing and developing high-quality products and services. The quality of the product and services is a key factor influencing customer satisfaction and loyalty. Companies must invest in research and development and adhere to appropriate quality standards.

Planning Distribution Processes and Pricing Policy

Planning distribution involves selecting channels that ensure the availability of products and services to customers. The pricing policy is a strategy for setting prices that aim to maximize profits while meeting customer needs. Effective planning of distribution and pricing enhances the company's competitiveness.

Designing Marketing Communication Including Safety and Quality Aspects

Marketing communication must incorporate safety and quality aspects to build customer trust. Companies should inform about quality standards, safety certifications, and the benefits related to the safety of products and services. Transparent and honest communication increases the company's credibility.

The Role of the Internet in Marketing Communication

The Internet plays a crucial role in modern marketing communication, enabling companies to reach a wide audience quickly and efficiently. Online marketing tools such as social media, email marketing, SEO, and SEM allow precise targeting and personalization of messages.

Creating Marketing Plans Considering Safety and Quality Issues

Creating marketing plans involves market analysis, setting marketing goals, choosing strategies, and developing operational activities. These plans must consider safety and quality aspects, which are essential for building customer trust and the long-term success of the company.

Market Competition and Segmentation Phenomena

Market competition is the rivalry between companies to acquire and retain customers. Market segmentation is the process of dividing the market into smaller groups of consumers with similar needs and characteristics, allowing for more precise targeting of marketing activities. Understanding competition and segmentation is crucial for effective marketing.

Exercises

Identifying Marketing Functions in the Enterprise

Exercises involve analyzing and understanding various marketing functions within the company, such as market research, product development, price management, promotion, and distribution. Participants learn to identify which functions are most important for achieving company goals.

Establishing Market-Oriented Activities in the Enterprise

Exercises focus on developing activities that help the company better adapt to the market and customer needs. Participants learn to plan strategies that increase the company's competitiveness and improve its market image.

Analyzing Marketing Activities Affecting Company Safety

Exercises include analyzing marketing activities that can impact the company's and its customers' safety. Participants learn to identify potential risks and develop strategies to minimize them.

Designing a Quality-Focused Product Range

Exercises involve creating a product offering that meets high-quality standards. Participants learn how to design products and services that stand out in the market for their quality and safety.

Shaping the Product Offering Including Quality Aspects

Exercises involve developing products and services that consider quality aspects. Participants learn how to implement quality standards in the production and service delivery process.

Planning Distribution Stages and Functions

Exercises involve planning distribution processes that ensure the effective delivery of products and services to customers. Participants learn to choose appropriate distribution channels and manage them.

Identifying Factors Shaping Product Prices

Exercises focus on analyzing various factors influencing product pricing, such as production costs, demand, competition, and the company's pricing strategy. Participants learn to set prices that are competitive and profitable.

Developing a Marketing Communication Plan Including Safety Aspects

Exercises involve creating a marketing communication plan that includes safety aspects. Participants learn how to communicate transparently and honestly with customers to build trust and credibility.

Characterizing the Target Group Considering Safety and Quality Expectations

Exercises involve defining and analyzing the target group considering its needs and expectations regarding safety and quality. Participants learn how to tailor the product offering and marketing communication to the specific expectations of customers.

Teaching methods

Lecture: information lecture - multimedia presentation illustrated with examples - conversation lecture with elements of a talk

Exercises: subject exercises; project method - elements of meta-plan, drama, case study when carrying out some tasks in teams

Bibliography

Basic:

Pomykalski A. Zarządzanie i planowanie marketingowe. Wydawnictwo Naukowe PWN, 2019

Fonfara K., Marketing partnerski na rynku przedsiębiorstw, Wyd. PWE, Warszawa 2014

Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017

Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017

Pazio M.M., Marketing na rynkach, Oficyna Wyd. PW. 2016

Kotler P., Kartajaya H., Setiawan I., Marketing 4.0, Wyd. MT Biznes, Warszawa, 2017

Additional:

Lambin, J-J. Strategiczne zarządzanie marketingowe. Wydawnictwo Naukowe PWN 2000

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

Goliński M., Zarządzanie nowymi produktami, Wyd. PP, Poznań 2012

Sułkowski Ł., Lenart-Gansiniec R, Epistemologia, metodologia i metody badań w naukach o zarządzaniu i jakości, Społeczna Akademia Nauk, Łódź 2021

Goliński M., Metody badań potrzeb informacyjnych, w: Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją M.Golińskiego i M. Szafrąńskiego, Wyd. Politechniki Poznańskiej, Poznań 2012

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	18	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	32	1,50