



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Management [S2IZarz1-ZZiPP>ZM]

Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

Enterprise Resource and Process Management

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

5

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

40

Number of credit points

2,00

Coordinators

dr inż. Marek Goliński

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Lecturers

Prerequisites

The Student defines the concepts of: production process, production costs, materials, production capacity, production logistics, buyer, customer, price and methods of its calculation, supply, demand (and other concepts in the field of enterprise management included in the training program). The Student characterizes the stages of the production process and assign them costs. The Student formulates opinions on the basis of group discussion, brainstorming, implemented SWOT and PEST analyzes, explain their applications and summarize and recommend corrective actions. The Student creates: financial analysis, turnover and balance statement, SWOT analysis, PEST, product life cycle; matrices: BCG, GE, McKinsey; marketing plan. The Student can create a company development plan based on available market data. The Student is able to draw conclusions from the decisions taken and to plan and introduce the corrective actions. The Student is responsible for the timely implementation of tasks. The Student actively participates in both lecture classes and exercises. The Student is able to work in a group and make individual and group decisions. The Student follows the norms of social life. The Student is determined to solve tasks creatively and realize assigned projects.

Course objective

Developing the potential of knowledge, skills and attitudes in making management decisions in marketing and market based on acquired knowledge and skills acquired at the first level of education at the university using simulation games.

Course-related learning outcomes

Knowledge:

The student describes detailed knowledge of the use of modeling of information and decision-making processes in the development of marketing strategies [P7S_WG_02].

The student identifies management research methods and their application to marketing strategy [P7S_WG_04].

The student explains the dynamics of network organizations and understands the impact of these dynamics on marketing activities [P7S_WG_06].

The student characterizes advanced methods of market data analysis and their application in marketing [P7S_WG_07].

The student discusses ethical dimensions in marketing management [P7S_WK_01].

Skills:

The student applies theoretical approaches to analyze and solve marketing problems [P7S_UW_01].

The student uses advanced management methods to forecast marketing trends [P7S_UW_02].

The student critically evaluates the effectiveness of applied marketing tools in various business contexts [P7S_UW_03].

The student demonstrates the ability to create innovative marketing strategies and implement them [P7S_UW_04].

The student acquires the ability to interpret complex market data and use it in the marketing decision-making process [P7S_UW_06].

Social competences:

The student gains competence in integrating knowledge from various fields to create effective marketing strategies [P7S_KK_01].

The student analyzes and evaluates complex market situations to prioritize marketing activities [P7S_KK_02].

The student effectively manages marketing projects, taking into account their social and business aspects [P7S_KO_01].

The student develops skills in initiating and implementing marketing projects, taking into account their impact on the social environment [P7S_KO_02].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge - written or oral exam.

Skills - credit.

Social competences - work in project teams (internal team division of grades).

Programme content

Lecture: The concept and dimensions of management. Enterprise management structure. The subject and functions of marketing. The guiding principles and main task of marketing. The Marketing process. The concept and components of marketing management. The Scope and location of marketing management. The strategic and operational dimension of marketing management. The Content of marketing strategy. Procedures as part of the marketing strategy. Development of marketing strategies. Implementing marketing strategies. The Marketing decisions taken when developing marketing strategies. The Place of marketing strategies in the profit and loss structure. The Conflict and consistency between strategies. The Marketing management process. The Enterprise mission. The Enterprise market (concept and dimensions). The subject dimension of the market. The subjective dimension of the market. The spatial dimension of the market. The Market field and strategic business units. Features, number and type of strategic business units. The Marketing management in enterprises with diverse marketing activities.

Project: Planning of marketing activities in the enterprise. Influence of competition and competitors on

marketing activities. The product as the basis of a competitive advantage. Managing the assortment offer. The buyer, consumer, client as the driving force behind marketing activities. Distribution in marketing activities. Distribution network as a marketing advantage tool. Product promotion - the power of marketing information. Methods and tools for obtaining information for marketing.

Course topics

Lecture: Marketing as management support. Marketing management and marketing administration. Areas of marketing activities and their interrelationships. Identification of tasks and objectives in the development of a marketing strategy. Business models. Predispositions of employees working in the field of marketing. Project: Developing a mind map based on marketing activity planning. Verification of the existing mission and vision for a selected company. Determining the values offered by the company. Communication in the area of marketing in the company. Characteristics of buyers in classic and online terms. Determination of areas and methods of competitive activities. Methods and tools for product distribution.

Teaching methods

Lecture - formative assessment: short discussions checking the effectiveness of the education process, adjusting teaching to the level of students, summative assessment: the knowledge acquired during the lecture is verified in the form of a colloquium, the condition for obtaining a positive assessment is obtaining more than 51% of points.

Project - the skills acquired during project classes are verified on the basis of partial tasks that are performed in teams, the results of subsequent tasks make up a comprehensive study carried out on the basis of one company selected for the project, the end result is the development and discussion of individual stages of the project and final defense of the project.

Bibliography

Basic:

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

Więcek-Janka, E., Kujawińska, A. (2010). Decyzje i gry marketingowe. Poznań Wydawnictwo Politechniki Poznańskiej.

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

Armstrong G., Kotler P., Marketing, Wydawnictwo Nieoczywiste - GAB Media, 2016.

Dejnaka A., Marketing mobilny, Wyd., Diffin, Warszawa, 2019.

Additional:

Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020.

Lambin, JJ, Strategiczne zarządzanie marketingowe. Wydawnictwo Naukowe PWN, 2000.

Goliński M., Methodology of research into information needs, [in] Integrated support system for access to information in urban space with use of GPS and GIS systems, edited by M. Goliński i M. Szafranski, Wydawnictwo Politechniki Poznańskiej, Poznań 2012.

Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2000.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	45	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	5	0,50