



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing and management [S1TCh2E>MiZ]

### Course

Field of study	Year/Semester
Chemical Technology	1/2
Area of study (specialization)	Profile of study
–	general academic
Level of study	Course offered in
first-cycle	English
Form of study	Requirements
full-time	elective

### Number of hours

Lecture	Laboratory classes	Other
30	0	0
Tutorials	Projects/seminars	
15	0	

### Number of credit points

3,00

### Coordinators

dr hab. inż. Yevhen Revtiuk  
yevhen.revtiuk@put.poznan.pl

### Lecturers

### Prerequisites

The student knows the basic concepts of management and marketing. Has general knowledge about entrepreneurship and the functioning of companies in a market economy. The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy. Is able to define the basic economic, social, business and marketing phenomena used in company management. Understands the importance of information in business and the possibility of exerting environmental impact through it.

### Course objective

Course objectives: to familiarize students with the basic achievements in the field of management and marketing theory; to acquaint students with the specifics of management and promoting enterprises in a market economy. The following topics will be discussed during the lectures: introduction to management and marketing, theory of demand and supply, foundations of investment, principles of calculation of the costs, revenues and profits, taxes and sources of financing for startups, theory of marketing, planning, marketing strategy, organizing and control, theories of motivation and leadership.

### Course-related learning outcomes

none

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Evaluation of knowledge and skills based on the written final task and homework (presentation of own business idea). Passing threshold: 50% of points.

## Programme content

Foundation of marketing. Product value management policy. Market environment of the company. Introduction to management.

## Course topics

Lectures:

Origin and concept of marketing. Marketing functions performed in enterprises. Marketing-mix as a concept of building relationships with the market environment, in particular with the client. Product value management policy, brand, quality, packaging. Marketing communication - basic methods and promotional tools. Basic pricing strategies. Shaping the company's distribution policy. Market environment of the company including types of market competition. Buyer behavior. Market research and analysis. Introduction to management, management and marketing. Basic management functions. Examples of management concepts and methods: TQM, Lean, Benchmarking, Kaizen, Six Sigma, 5S, FMEA, Kanban. Knowledge management in the enterprise. Time management.

Exercises:

Company characteristics. Discussion of the product concept, assortment offer. Selection of a promotional mix - methods and tools for a specific product and company. Pricing methods and factors influencing the base price. Planning of distribution activities - characteristics of distribution channels. Basic marketing research project. Characterization of competitive activities in relation to the selected enterprise. Selection of management concepts and methods that increase the efficiency of the company's operation.

## Teaching methods

Multimedia presentation, illustrated with examples on the board.

## Bibliography

Podstawowa:

1. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books
2. Cialdini, R (2012). Wywieranie wpływu na ludzi. teoria i praktyka. Gdańsk: GWP
3. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
4. Kotler, PH (2013). Moje przygody z marketingiem.

Uzupełniająca:

1. Żurek, A. (2015). Zarządzaniei przez zaangażowanie. Jak bezinwestycyjnie poprawić wynik. ObePress
2. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
3. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE
4. Porter, M.E. (1994). Strategia konkurencji. Metody analizy sektorów i konkurentów.

## Breakdown of average student's workload

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