



## Marketing Syllabus

### Basic information

|                                                           |                                                               |                                          |                                   |
|-----------------------------------------------------------|---------------------------------------------------------------|------------------------------------------|-----------------------------------|
| <b>Field of study*</b><br>Informatics and Econometrics    |                                                               | <b>Didactic cycle</b><br>2020/2021       |                                   |
| <b>Specialisation</b><br>-                                |                                                               | <b>Subject code</b><br>UEPiES.28A.27.20  |                                   |
| <b>Organizational unit</b><br>UEP                         |                                                               | <b>Language of instruction</b><br>Polish |                                   |
| <b>Level of qualification</b><br>Second-cycle programme   |                                                               | <b>Mandatory</b><br>Obligatory           |                                   |
| <b>Mode of study</b><br>Full-time                         |                                                               | <b>Block</b><br>Block A                  |                                   |
| <b>Track</b><br>General academic                          |                                                               |                                          |                                   |
| <b>Person responsible for the content of the syllabus</b> | Robert Romanowski                                             |                                          |                                   |
| <b>Period</b><br>Semester 4                               | <b>Method of evaluation</b><br>Assessment                     |                                          | <b>Number of ECTS points</b><br>2 |
|                                                           | <b>Activities and hours</b><br>• Participation in classes: 30 |                                          |                                   |

### Subject's educational aims

|    |                                                                               |
|----|-------------------------------------------------------------------------------|
| C1 | N/A : Wyjaśnienie istoty koncepcji marketingu w zarządzaniu przedsiębiorstwem |
| C2 | N/A : Określenie głównych czynników otoczenia przedsiębiorstwa                |
| C3 | N/A : Wyjaśnienie uwarunkowań zachowań nabywców                               |
| C4 | N/A : Zaprezentowanie strategii instrumentalnych marketingu mix               |

### Entry requirements

Ekonomia, Podstawy zarządzania

## Subject's learning outcomes

| Code                      | Outcomes in terms of                                                                            | Effects        | Examination methods                         |
|---------------------------|-------------------------------------------------------------------------------------------------|----------------|---------------------------------------------|
| <b>Knowledge</b>          |                                                                                                 |                |                                             |
| W1                        | N/A : Zna istotę i genezę marketingu                                                            | K2_W01         | Final quiz, Final test                      |
| W2                        | N/A : Ma wiedzę o ewolucji koncepcji marketingu                                                 | K2_W02         | Final quiz, Final test                      |
| W3                        | N/A : Ma wiedzę o zachowaniach nabywców i badaniach marketingowych                              | K2_W03, K2_W08 | Final quiz, Final test                      |
| W4                        | N/A : Ma wiedzę o strategiach instrumentalnych marketingu mix                                   | K2_W07         | Final quiz, Final test                      |
| <b>Skills</b>             |                                                                                                 |                |                                             |
| U1                        | N/A : Potrafi określić główne cechy marketingu jako koncepcji zarządzania                       | K2_U01         | Final quiz, Final test                      |
| U2                        | N/A : Potrafi zastosować metody diagnozowania potrzeb nabywców                                  | K2_U02         | Final quiz, Final test                      |
| U3                        | N/A : Potrafi dokonać oceny skuteczności strategii instrumentalnej marketingu-mix               | K2_U06         | Final quiz, Final test                      |
| <b>Social competences</b> |                                                                                                 |                |                                             |
| K1                        | N/A : Rozumie potrzebę ciągłego doskonalenia się z uwagi na dynamikę zmian w gospodarce         | K2_K01         | Final quiz, Class participation             |
| K2                        | N/A : Dostrzega znaczenie czynników społecznych i ekologicznych w wyjaśnianiu istoty marketingu | K2_U10         | Final quiz, Final test                      |
| K3                        | N/A : Potrafi określać priorytety sprzyjające realizacji zadań i osiągnięć celów                | K2_K04         | Final quiz, Final test, Class participation |

## Study content

| No. | Course content                                          | Subject's educational goals | Subject's learning outcomes |
|-----|---------------------------------------------------------|-----------------------------|-----------------------------|
| 1.  | N/A : Istota i geneza marketingu.                       | C1                          | W1, U1, K1                  |
| 2.  | N/A : Ewolucja orientacji rynkowych przedsiębiorstw.    | C1                          | W2, U1, K1                  |
| 3.  | N/A : Czynniki mikro- i makrootoczenia przedsiębiorstwa | C2                          | W2, U1, K2                  |
| 4.  | N/A : Analiza trendów konsumpcyjnych                    | C2                          | W2, U1, K2                  |
| 5.  | N/A : Podstawy zachowań nabywców                        | C3                          | W3, U2, K2                  |
| 6.  | N/A : Analiza segmentacyjna rynku                       | C3                          | W3, U2, K2                  |
| 7.  | N/A : Strategie konkurowania przedsiębiorstw            | C2                          | W2, U1, K3                  |
| 8.  | N/A : kolokwium 1                                       | C1, C2, C3                  | W1, W2, W3, U1, U2, K1, K2  |
| 9.  | N/A : Strategie produktu                                | C4                          | W4, U3, K3                  |
| 10. | N/A : Zarządzanie marką                                 | C4                          | W4, U3, K3                  |
| 11. | N/A : Strategie cen i marż                              | C4                          | W4, U3, K3                  |

| No. | Course content                                     | Subject's educational goals | Subject's learning outcomes |
|-----|----------------------------------------------------|-----------------------------|-----------------------------|
| 12. | N/A : Zarządzanie logistyką i kanałami dystrybucji | C4                          | W4, U3, K3                  |
| 13. | N/A : Strategia promocji                           | C4                          | W4, U3, K3                  |
| 14. | N/A : Instrumenty promocji                         | C4                          | W4, U3, K3                  |
| 15. | N/A : Kolokwium 2                                  | C4                          | W4, U3, K3                  |

## Bibliography

### Obligatory

1. H. Mruk, B. Pilarczyk, M. Sławińska, Marketing. Koncepcje-strategie-trendy, Wyd. UEP, Poznań 2012
2. H.Mruk,Marketing.Satysfakcja klienta i rozwój przedsiębiorstwa,Wydawnictwo Naukowe PWN,Warszawa 2012
3. A.Czubala(red),Podstawy marketingu,PWE,Warszawa 2012
4. L.Garbarski(red),Marketing.Koncepcja skutecznych działań,PWE,Warszawa 2011

### Recommended

1. Ph. Kotler, Marketing, Rebis, Poznań 2005
2. Kompendium wiedzy o marketingu, red. H. Mruk, B. Pilarczyk, PWN, Warszawa 2006
3. P.Doyle,Marketing wartości,Wydawnictwo FELBERG SJA,Warszawa 2003
4. G.Rosa(red),Zarządzanie marketingowe,Wydawnictwo C.H.Beck,Warszawa 2012
5. J.W.Wiktor,Komunikacja marketingowa,PWN,Warszawa.2013

## Course advanced

### Teaching methods:

Conversation lecture, Lecture with multimedia presentation, Discussion, Case study

| Teaching methods | Method of evaluation                        | Credit conditions |
|------------------|---------------------------------------------|-------------------|
| Classes          | Final quiz, Final test, Class participation |                   |

## Calculation of ECTS points

| Activity form                     | Activity hours*    |                    |
|-----------------------------------|--------------------|--------------------|
| Participation in classes          | 30                 |                    |
| Preparation for test              | 30                 |                    |
| <b>Student workload</b>           | <b>Hours</b><br>60 | <b>ECTS</b><br>2.0 |
| <b>Workload involving teacher</b> | <b>Hours</b><br>30 | <b>ECTS</b><br>1.0 |
| <b>Practical workload</b>         | <b>Hours</b><br>30 | <b>ECTS</b><br>1.0 |

\* one hour of classes = 45 minutes

## Effects

| Code   | Content                                                                                                                                                                                                                                                                         |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| K2_K01 | the graduate is ready to objectively assess their knowledge and skills, and to systematically develop their competences through continuous self-teaching on the basis of advanced specialist literature and through an appropriate selection of courses and training programmes |
| K2_K04 | the graduate is ready to adopt a professional approach to problem-solving and assuming responsibility for their recommended solutions                                                                                                                                           |
| K2_U01 | the graduate is able to proficiently apply advanced quantitative and IT tools in order to describe and analyse socio-economic phenomena, and to interpret the results obtained                                                                                                  |
| K2_U02 | the graduate is able to proficiently apply advanced quantitative and IT tools in order to forecast and simulate socio-economic phenomena                                                                                                                                        |
| K2_U06 | the graduate is able to assess the usefulness of advanced methods, procedures and good practices in socio-economic activity                                                                                                                                                     |
| K2_U10 | the graduate is able to effectively supplement the acquired knowledge and skills                                                                                                                                                                                                |
| K2_W01 | the graduate knows and understands the nature of social sciences, as well as their place in the system of sciences and relationship to other sciences                                                                                                                           |
| K2_W02 | the graduate knows and understands the types of social and economic structures and institutions, as well as the relations between them on a national and global scale                                                                                                           |
| K2_W03 | the graduate knows and understands social relations in the knowledge-based economy                                                                                                                                                                                              |
| K2_W07 | the graduate knows and understands the principles of creating and developing forms of individual entrepreneurship                                                                                                                                                               |
| K2_W08 | the graduate knows and understands economic research methodology                                                                                                                                                                                                                |