

Fundamentals of marketing Syllabus

Basic information

Field of study* Bachelor in Business Administration Specialisation - Organizational unit UEP Level of qualification First-cycle programme Mode of study Full-time Track General academic		Didactic cycle 2020/2021 Subject code UEPBAS.12B.6780.20 Language of instruction English Mandatory Obligatory Block Block B
Person responsible for the content of the syllabus	Łukasz Małys	
Period Semester 2	Method of evaluation Exam Activities and hours <ul style="list-style-type: none"> • Participation in lectures: 15 • Participation in classes: 30 	Number of ECTS points 4

Subject's educational aims

C1	N/A : Familiarise students with the essence and basic marketing functions
C2	N/A : Familiarise students with the most important marketing tools
C3	N/A : Develop the skills of taking into account the needs and behaviour of buyers when planning marketing activities

Entry requirements

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Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge			
W1	N/A : The student organizes and characterizes the most important marketing functions	K1_W04, K1_W07	Written exam, Written exam with open questions
W2	N/A : Student can identify marketing tools which may help to solve specific problems	K1_W04, K1_W07	Written exam, Written exam with open questions
W3	N/A : Student explains the most important marketing-mix strategies	K1_W04, K1_W07	Written exam, Written exam with open questions
Skills			
U1	N/A : The student uses marketing tools to analyze the environment and the potential of the company	K1_U01, K1_U06	Written exam with open questions, Group project / Group work, Presentation
U2	N/A : The student plans and performs simple consumer research on the product, brand and price	K1_U01, K1_U06	Group project / Group work
U3	N/A : Student creates a marketing plan	K1_U03, K1_U04	Group project / Group work
Social competences			
K1	N/A : Students prepare a marketing presentation in a team	K1_K01	Group project / Group work, Presentation

Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	N/A : Marketing concept and functions	C1	W1
2.	N/A : Consumer behaviour	C1, C3	W1
3.	N/A : Market segmentation	C1	W2
4.	N/A : Marketing-mix concept	C2	W3, U3
5.	N/A : Product Life Cycle	C2	W2, U1
6.	N/A : Product portfolio management	C2	W2, W3, U1
7.	N/A : Marketing research of a product	C3	U2, K1
8.	N/A : Brand management	C2	W2, U1
9.	N/A : Marketing research of a brand	C3	U2, K1
10.	N/A : Promotion mix – advertising and PR	C2	W2, W3
11.	N/A : Promotion-mix – sales promotion, personal selling and direct marketing	C2	W2, W3
12.	N/A : Promotion management	C2	W2, U1, U3
13.	N/A : Pricing strategies	C2	W2, W3

No.	Course content	Subject's educational goals	Subject's learning outcomes
14.	N/A : Marketing research of prices	C3	U2, K1
15.	N/A : Distribution strategy	C2	W2, W3

Bibliography

Obligatory

1. "Principles of Marketing (17th Edition)", Ph. Kotler, G. Armstrong, 2017
2. Principles of Marketing (3rd Edition) By: Frances Brassington and Stephen Pettitt Publisher: UK: Pearson Education, 2006
3. Fundamentals of Marketing, Autor Edward Russell, Bloomsbury Publishing, 2009

Recommended

1. Marilyn A. Stone, John Desmond, Fundamentals of Marketing, Taylor & Francis Ltd, Routledge Publication 2006
2. Iwan Setiawan, Hermawan Kartajaya , Philip Kotler, Marketing 4.0, 2016
3. Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know by Philip Kotler, Wiley & Sons 2003

Course advanced

Teaching methods:

Project method, Conversation lecture, Lecture with multimedia presentation, Discussion, Game, Case study, Exercises

Teaching methods	Method of evaluation	Credit conditions
Lectures	Written exam, Written exam with open questions	
Classes	Group project / Group work, Presentation	

Calculation of ECTS points

Activity form	Activity hours*	
Participation in lectures	15	
Participation in classes	30	
Project preparation	40	
Preparation of multimedia presentation	5	
Preparation for exam	10	
Preparation for classes	5	
Consultations with teacher	15	
Student workload	Hours 120	ECTS 4.0

Workload involving teacher	Hours 60	ECTS 2.0
Practical workload	Hours 70	ECTS 2.5

* one hour of classes = 45 minutes

Effects

Code	Content
K1_K01	the graduate is ready to critically assess the state of his/her own knowledge and skills and, based on this assessment, set directions for his/her own development and learning
K1_U01	the graduate is able to correctly analyse the causes and course of economic and political and business processes, using quantitative and qualitative tools
K1_U03	the graduate is able to observe and analyse basic economic and political processes taking place in an open economy, interpret the necessary variables in this respect
K1_U04	the graduate can make appropriate economic and business decisions concerning complex political and economic processes, using basic theoretical knowledge as well as methods and tools (including statistical, mathematical, IT) and techniques of data acquisition and visualisation
K1_U06	the graduate is able to use at an advanced level the acquired knowledge and tools of quantitative and qualitative analysis as part of solving dilemmas arising in his/her professional work
K1_W04	the graduate knows and understands the principles of functioning of an open free market economy, market mechanism and basic areas of functioning and management of an organization in such an economy
K1_W07	the graduate knows and understands the processes to which economic and political-economic entities are subject (in particular those operating on the international market) and the causes, course, scale and consequences of these processes