

## Fundamentals of marketing

### Syllabus

#### Basic information

<b>Field of study*</b> International Economic Relations <b>Specialisation</b> - <b>Organizational unit</b> UEP <b>Level of qualification</b> First-cycle programme <b>Mode of study</b> Full-time <b>Track</b> General academic		<b>Didactic cycle</b> 2020/2021 <b>Subject code</b> UEPMSGS.12B.200.20 <b>Language of instruction</b> Polish <b>Mandatory</b> Obligatory <b>Block</b> Block B
<b>Person responsible for the content of the syllabus</b>	Milena Ratajczak-Mrozek	
<b>Period</b> Semester 2	<b>Method of evaluation</b> Exam  <b>Activities and hours</b> <ul style="list-style-type: none"> <li>• Participation in classes: 30</li> <li>• Participation in lectures: 30</li> </ul>	<b>Number of ECTS points</b> 6

#### Subject's educational aims

C1	To familiarize and understand by the students the concept of marketing-orientation of companies and the role of marketing at various levels of the company's strategy
C2	To familiarize students with the differences between B2C and B2B marketing and assumptions of relationship marketing
C3	To familiarize and understand by the students the essence of marketing planning and management
C4	To familiarize students with the concept of marketing mix and the management of all elements of marketing mix (product, promotion, place, price)

## Entry requirements

Student knows the basic principles of a market economy and has the ability to work individually and in the group

## Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
<b>Knowledge</b>			
W1	Student is able to set goals and means of company's marketing strategies	K1_W01, K1_W02, K1_W05, K1_W14, K1_W15	Written exam with open questions, Final test, Class participation, Group project / Group work
W2	Student knows the differences between B2B and B2C marketing and the assumptions of relationship marketing	K1_W01, K1_W02, K1_W05, K1_W14	Written exam with open questions, Final test, Class participation, Group project / Group work
W3	The student knows the assumptions of marketing planning and management	K1_W01, K1_W02, K1_W05, K1_W14	Written exam with open questions, Final test, Class participation, Group project / Group work
W4	The student knows the tools of the strategy of product (including the brand of the product), promotion, distribution and pricing	K1_W01, K1_W02, K1_W05, K1_W14	Written exam with open questions, Final test, Class participation, Group project / Group work
<b>Skills</b>			
U1	Student has the ability to prepare the basic assumptions of marketing plan	K1_U01, K1_U02, K1_U06	Written exam with open questions, Final test, Class participation, Group project / Group work
U2	Student is able to prepare customer segmentation	K1_U01, K1_U02, K1_U06	Written exam with open questions, Final test, Class participation, Group project / Group work
U3	Student is able to create the activities in the field of all elements of the marketing mix	K1_U01, K1_U02, K1_U06, K1_U09	Written exam with open questions, Final test, Class participation, Group project / Group work
U4	The student has the ability to present own position regarding the marketing strategies	K1_U13	Written exam with open questions, Final test, Class participation, Group project / Group work
<b>Social competences</b>			

Code	Outcomes in terms of	Effects	Examination methods
K1	The student develops the ability to think creatively	K1_K04	Written exam with open questions, Final test, Class participation, Group project / Group work
K2	The student is oriented on group work	K1_K03	Class participation, Group project / Group work

### Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	Marketing - introduction. The essence and scope of companies' marketing orientation	C1	W1, U3, U4, K1, K2
2.	Marketing transformation of companies. External and internal marketing	C1, C2	W2, W3, U2, U4, K1, K2
3.	Marketing mix versus relationship marketing	C1, C2, C3	W1, W2, W3, W4, U3, U4, K1, K2
4.	The essence of a marketing plan	C3	W3, U1, K1, K2
5.	Segmentation and customer behaviour	C3, C4	W3, W4, U2, U3, U4, K1, K2
6.	Product strategy	C3, C4	W3, W4, U3, U4, K1, K2
7.	Branding strategy	C3, C4	W3, W4, U3, U4, K1, K2
8.	Promotion strategy	C1, C3	W1, W3, W4, U2, U3, U4, K1, K2
9.	Distribution strategy	C3, C4	W3, W4, U3, U4, K1, K2
10.	Pricing strategy	C3, C4	W3, W4, U3, U4, K1, K2
11.	Customer Loyalty	C1, C3, C4	W1, W3, W4, U3, U4, K1, K2

### Bibliography

#### Obligatory

1. H. Mruk, B. Pilarczyk, H. Szulce, „Marketing – koncepcje, strategie, trendy”, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2015
2. A. Dymitrowski, A. Hauke-Lopes, Ł. Małys, M. Ratajczak-Mrozek, "Podstawy marketingu. Zadania i studia przypadków", Materiały Dydaktyczne nr 317, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2016
3. K. Fonfara, „Marketing partnerski na rynku przedsiębiorstw”, PWE, Warszawa 2014

#### Recommended

1. „Marketing na rynku instytucjonalnym”, red. T. Gołębiowski, PWE , Warszawa 2003
2. Ph. Kotler, K.L. Keller, "Marketing", Rebis, 2012

## Course advanced

### Teaching methods:

Text analysis, Project method, Brainstorming, Lecture with multimedia presentation, Discussion, Case study, Exercises

Teaching methods	Method of evaluation	Credit conditions
Classes	Final test, Class participation, Group project / Group work	Written tests, tasks to be solved during classes, group project
Lectures	Written exam with open questions	Egzamin pisemny, pytania otwarte

### Calculation of ECTS points

Activity form	Activity hours*	
Participation in classes	30	
Participation in lectures	30	
Preparation for exam	25	
Participation in the exam	2	
Preparation for test	20	
Paper preparation	25	
Preparation for classes	20	
Data collection	10	
Student workload	Hours 162	ECTS 6.0
Workload involving teacher	Hours 62	ECTS 2.0
Practical workload	Hours 30	ECTS 1.0

\* one hour of classes = 45 minutes

## Effects

Code	Content
K1_K03	the graduate is ready to effectively participate in undertaking and implementing team project tasks regarding the operation of modern business entities in conditions of the progressing internationalisation of business activity and developing integration processes
K1_K04	the graduate is ready to think and act in an entrepreneurial manner
K1_U01	the graduate is able to accurately interpret economic phenomena, and to properly analyse the causes and the course of economic processes, applying standard tools used in economic sciences
K1_U02	the graduate is able to use in practice basic theoretical knowledge with reference to the operation of business entities in the international market, with particular emphasis on the EU market (in connection with the selected specialisation as part of the International Economics programme)
K1_U06	the graduate is able to use their knowledge in order to take up new challenges, to resolve dilemmas occurring in professional work, and to efficiently solve professional problems
K1_U09	the graduate is able to accurately use concepts in the field of international economics (in connection with the selected specialisation as part of the International Economics programme)
K1_U13	the graduate is able to present their own position, supporting it with arguments based on selected theories, various authors' views and/or statistical data
K1_W01	the graduate knows and understands the foundations of economic sciences, particularly economics, finance and management; identifies their place in the system of sciences, including in the field of related disciplines
K1_W02	the graduate knows and understands basic terminology and has a basic and well-organised knowledge in the field of international economics and complementary areas of knowledge, such as international management, international trade, international logistics and international finance
K1_W05	the graduate knows and understands the market's operation and mechanism, both nationally and internationally
K1_W14	the graduate knows and understands the principles of managing a business entity in the international market, as well as marketing conceptions and tools used in this management
K1_W15	the graduate knows and understands the operation of business entities in the national and international environment, with particular emphasis on the European Union