

## Module description (syllabus): Marketing

Module title:	<b>Marketing</b>	<b>ECTS</b>	<b>4</b>
Module title translation:	Marketing		
Module for study direction:	<b>Ekonomia</b>		

Module language: <b>angielski</b>		Study level: <b>2</b>	
Study cycle: <b>stacjonarne</b>	Module status: <b>kierunkowy - do wyboru</b>	Semester number: <b>4</b> <b>semestr letni</b>	
Academic Year from which module description is valid :		<b>2019/2020</b>	Catalogue number: <b>EKR-E-2S-4-25-KF-2019-EN</b>

Person in charge of the module:	<b>Strzębicki Dariusz, dr</b>		
Teachers responsible for classes:	<b>dr Dariusz Strzębicki</b>		
Unit responsible for the module:	<b>Katedra Polityki Rozwoju i Marketingu</b>		
Faculty in charge:	<b>Wydział Ekonomiczny</b>		
Objectives of the module:	a.The purpose of the course is to present the main concepts of marketing knowledge. b.Students will learn about exciting, dynamic and influential nature of marketing.  <b>Lectures</b> Definition of marketing. The development of marketing. Business orientation. The external organizational environment. The internal organizational environment. Elements of the marketing environment. STEP analysis. Buyer behaviour. The decision-making process. Environmental, psychological and sociocultural influences of the decision making process. Differences between B2C and B2B marketing. Segmenting markets. Geographic, demographic, geodemographic, psychographic, behavior, multivariable segmentation. Targeting. Marketing search process. Secondary research methods. Primary research methods. Sampling. Questionnaire design. Product. Anatomy of a product. Product classification. Product range. Branding. The product lifecycle. Product management. Price. The role and perception of price. Influences on the pricing decision. Price setting. Place. Channel structures. Promotion. Communications planning model. Advertising. Personal selling. Sales promotion. Direct marketing. Internet marketing. <b>Classes</b>		
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 30, part-time study. 0		
Teaching methods:	discussion, problem solving, consultation with the lecturer, lectures, individual student projects		
Initial requirements and formal prerequisites:	-		
Learning outcomes:	<b>Knowledge - knows and understands:</b> 1. Understand the scope of tasks undertaken in marketing 2. Appreciate the evolving and diverse nature of the marketing environment	<b>Skills - can:</b> 3. Use economic knowledge as well as other fields to identify, formulate and creatively solve marketing problems	<b>Competences - is ready for:</b> 4. Undertaking and organizing marketing activities
Assesement methods:	evaluation of the work done as part of the student's own work (effects: 3, 4), assessment of the project work (effects: 2, 3), assessment of activities during classes (effects: 3, 4), test (writing or computer aided) (effects: 1, 2)		
Formal documentation of the learning outcome:	set of questions, individual student's projects		
Elements of the final grade and their weights:	evaluation of the work done as part of the student's own work - 10%, assessment of the project work - 40%, assessment of activities during classes - 10%, test (writing or computer aided) - 40%		
Place of teaching:	Classroom		
Teaching materials (obligatory and additional):			
1. Ph. Kotler, G. Armstrong, Principles of Marketing, Pearson Education 2018.			

Remarks:  
lw

**Quantitative indicators describing the module:**

Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	<b>100/0</b>
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	<b>1.6/0 ECTS</b>

**Table of compliance of the directional learning outcomes with the effects of the module**

Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1. Understand the scope of tasks undertaken in marketing	EK2_KW01	2
	2. Appreciate the evolving and diverse nature of the marketing environment	EK2_KW05	2
Skills	3. Use economic knowledge as well as other fields to identify, formulate and creatively solve marketing problems	EK2_KU01	2
Competences	4. Undertaking and organizing marketing activities	EK2_KK02	1

\*) 3 - advanced and detailed, 2 - significant, 1 - basic