

## MODULE DESCRIPTION

Module code	<b>Z-ZIP-483z</b>
Module name	<b>Zarządzanie marketingowe i badania rynku</b>
Module name in English	<b>Marketing management and market research</b>
Valid from academic year	<b>2016/2017</b>

## A. MODULE PLACEMENT IN THE SYLLABUS

Field of study	<b>Management and Production Engineering</b>
Level of education	<b>1st degree</b> <i>(1st degree / 2nd degree)</i>
Studies profile	<b>General</b> <i>(general / practical)</i>
Form and method of conducting classes	<b>Full-time</b> <i>(full-time / part-time)</i>
Specialisation	<b>Business Management</b>
Unit conducting the module	<b>The Department of Management and Marketing</b>
Module co-ordinator	<b>Ilona Molenda-Grysa, PhD</b>
Approved by:	

## B. MODULE OVERVIEW

Type of subject/group of subjects	<b>Specialist subject</b> <i>(basic / major / specialist subject / conjoint / other HES)</i>
Module status	<b>Compulsory</b> <i>(compulsory / non-compulsory)</i>
Language of conducting classes	<b>English</b>
Module placement in the syllabus - semester	<b>7th semester</b>
Subject realisation in the academic year	<b>Winter semester</b> <i>(winter semester/ summer)</i>
Initial requirements	<b>Fundamentals of marketing</b> <i>(module codes / module names)</i>
Examination	<b>No</b> <i>(yes / no)</i>
Number of ECTS credit points	<b>2</b>

<b>Method of conducting classes</b>	<b>Lecture</b>	<b>Classes</b>	<b>Laboratory</b>	<b>Project</b>	<b>Other</b>
<b>Per semester</b>	<b>15</b>	<b>15</b>			

### C. TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

<b>Module target</b>	Student after completion of the course should have knowledge of the basic elements of marketing management at the enterprise level, have the practical ability to use methods of market analysis and to make marketing decision.
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Effect symbol	Teaching results	Teaching methods (l/c/lab/p/other)	Reference to subject effects	Reference to effects of a field of study
W_01	The student has knowledge about the basic concepts of the essence of marketing management, basic management functions, methods of market analysis and marketing decision making.	l/c	K_W10	S1A_W05 S1A_W06
W_02	The student has a basic knowledge of designing the marketing research as well as the marketing information system.	l/c	K_W10	S1A_W05 S1A_W06
W_03	The student has knowledge of the decisions on price, product, distribution and promotion.	l/c	K_W10 K_W13	S1A_W05 S1A_W06 T1A_W09 T1A_W11
U_01	The student is able to obtain information from the literature, is able to integrate the information obtained, to make their interpretation, and draw conclusions.	l/c	K_U01	S1A_U01 TA1_U01
U_02	Student can use basic market research for the formulation and organization of strategic marketing planning.	l/c	K_U03	TA1_U03 S1A_U03
U_03	Student uses acquired knowledge to resolve dilemmas arising in his professional work.	l/c	K_U06 K_U15	TA1_U05 S1A_U06 TA1_U02 TA1_U10
K_01	The student understands the need for continuous supplementing of knowledge in the area of marketing management and market research.	l/c	K_K01	S1A_K01 T1A_K01
K_02	The student is able to interact and work in a group and communicate effectively and to make decisions ethically in the use of methods of market analysis and marketing decision-making.	l/c	K_K04	S1A_K03 S1A_K04 T1A_K03 T1A_K04
K_03	The student is able to think and act in enterprising way , taking into account the basic principles of marketing management	l/c	K_K05	S1A_W02 T1A_K06

#### Teaching contents:

##### 1. Teaching contents as regards lectures

Lecture number	Teaching contents	Reference to teaching results for a module
1	The essence of marketing management; modern trends in marketing management.	W_01 K_01
2	Market and mission of entrepreneurial activity.	W_01 K_03
3	Marketing information system. Designing the marketing research.	W_01 W_02 U_01

4	Analysis of the marketing situation of the enterprise	W_01 W_02 U_02 K_02
5	Marketing strategies. Strategic marketing planning.	W_01 W_02 K_02 K_03
6	Strategic decisions on price and product.	W_03 K_02
7	Distribution management.	W_03 U_02 K_02
8	Managing in marketing communication.	W_03 U_01 U_02 K_02

## 2. Teaching contents as regards classes

Class number	Teaching contents	Reference to teaching results for a module
1	Company creation as a starting point for market research.	W_01 U_01 K_01 K_02
2	Formulation and organization of strategic marketing planning in a company.	W_02 U_02 K_02 K_03
3	Qualitative characteristics of the market. Quantitative characteristics of the market	U_02 K_02
4	Identification and analysis of market assets of a business	W_01 U_02 K_02 K_03
5	Creation of new ideas. Introducing changes and new marketing strategies.	W_01 U_01 U_02 K_02 K_03
6	Presentation of the project..	W_01 W_03 U_01 U_02 K_01 K_02
7	Presentation of the project.	W_01 W_03 U_01 U_02 K_01 K_02
8	Completion of the course .	

## The methods of assessing teaching results

Effect symbol	<b>Methods of assessing teaching results</b> <i>(assessment method, including skills – reference to a particular project, laboratory assignments, etc.)</i>
W_01	Discussion, final evaluation of exercises and of the lectures.
W_02	Discussion, final evaluation of exercises and of the lectures.
W_03	Discussion, final evaluation of exercises and of the lectures.
U_01	Group projects, in which students develop and present selected problems.
U_02	Group projects, in which students develop and present selected problems.
U_03	Group projects, in which students develop and present selected problems.
K_01	Group projects, in which students develop and present selected problems.
K_02	Observation of the student attitude during classes and during discussion of the project.
K_03	Observation of the student attitude during classes and during discussion of the project.

## D. STUDENT'S INPUT

ECTS credit points		
	Type of student's activity	Student's workload
1	Participation in lectures	15
2	Participation in classes	15
3	Participation in laboratories	
4	Participation in tutorials (2-3 times per semester)	2
5	Participation in project classes	
6	Project tutorials	
7	Participation in an examination	
8		
9	<b>Number of hours requiring a lecturer's assistance</b>	<b>32</b> <i>(sum)</i>
10	<b>Number of ECTS credit points which are allocated for assisted work</b> <i>(1 ECTS point=25-30 hours)</i>	<b>1</b>
11	Unassisted study of lecture subjects	10
12	Unassisted preparation for classes	10
13	Unassisted preparation for tests	
14	Unassisted preparation for laboratories	
15	Preparing reports	
15	Preparing for a final laboratory test	
17	Preparing a project or documentation	10
18	Preparing for an examination	
19		
20	<b>Number of hours of a student's unassisted work</b>	<b>30</b> <i>(sum)</i>
21	<b>Number of ECTS credit points which a student receives for unassisted work</b> <i>(1 ECTS point=25-30 hours)</i>	<b>1</b>
22	<b>Total number of hours of a student's work</b>	<b>62</b>
23	<b>ECTS points per module</b> <i>1 ECTS point=25-30 hours</i>	<b>2</b>
24	<b>Work input connected with practical classes</b> <i>Total number of hours connected with practical classes</i>	<b>30</b>
25	<b>Number of ECTS credit points which a student receives for practical classes</b> <i>(1 ECTS point=25-30 hours)</i>	<b>1</b>

## E. LITERATURE

Literature list	<ol style="list-style-type: none"> <li>1. Frąckiewicz E., Karwowski J., Karwowski M., Rudawska E., <i>Marketing management</i>, PWE, Warszawa 2004.</li> <li>2. Niestrój R., <i>Marketing management. Strategic aspects</i>, PWN, Kraków 1998.</li> <li>3. Knecht Z., <i>Marketing management</i>, Wydawnictwo C.H. Beck, Warszawa 2008.</li> <li>4. Pomykalski A., <i>Management and marketing planning</i>, Wydawnictwo Naukowe PWN, Warszawa 2005.</li> <li>5. Kaczmarczyk S., <i>Marketing research</i>, PWE, Warszawa 2011.</li> <li>6. Kaczmarczyk S., <i>The application of the marketing research</i>, PWE, Warszawa 2007.</li> <li>7. Mazurek-Łopacińska K. (red.), <i>Marketing research. Theory and practise</i>, PWN, Warszawa 2005.</li> <li>8. Porter M., <i>Competitive strategy</i>, Wyd. MT Biznes, Warszawa 2010.</li> </ol>
Module website	

