

MODULE DESCRIPTION

Module code	Z-ZIP-028z
Module name	Fundamentals of Marketing
Module name in English	Fundamentals of Marketing
Valid from academic year	2016/2017

A. MODULE PLACEMENT IN THE SYLLABUS

Field of study	Management and Production Engineering
Level of education	1st degree <i>(1st degree / 2nd degree)</i>
Studies profile	General <i>(general / practical)</i>
Form and method of conducting classes	Full-time <i>(full-time / part-time)</i>
Specialisation	All
Unit conducting the module	The Department of Management and Marketing
Module co-ordinator	Ewa Grzegorzewska-Ramocka, PhD hab., Eng., Professor of the University
Approved by:	

B. MODULE OVERVIEW

Type of subject/group of subjects	Basic <i>(basic / major / specialist subject / conjoint / other HES)</i>
Module status	Compulsory <i>(compulsory / non-compulsory)</i>
Language of conducting classes	English
Module placement in the syllabus - semester	5th semester
Subject realisation in the academic year	Winter semester <i>(winter semester/ summer)</i>
Initial requirements	Microeconomics, Macroeconomics <i>(module codes / module names)</i>
Examination	Yes <i>(yes / no)</i>
Number of ECTS credit points	4

Method of conducting classes	Lecture	Classes	Laboratory	Project	Other
Per semester	30	15			

C. TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Module target	Upon successful completion of this course, students will be familiar with the basic elements of marketing and means of using them for the achievement of different business goals. They shall also be able to use methods of market analysis and to take deliberate marketing-related decisions.
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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	Students have knowledge about basic concepts in the field of marketing and know how to use them in practice; they are familiar with the rules governing the marketing-related activities of a market-oriented enterprise; they understand the relations of marketing with other related academic disciplines	l/c	K_W13	T1A_W09 T1A_W11
W_02	Students are aware of the methodological basis of marketing, common research tools and methods for analysis of the selected marketing programmes.	l/c	K_W18	T1A_W05
W_03	Students are familiar with the procedures of the market segmentation and product positioning and the rules of creating marketing offers.	l/c	K_W13	T1A_W09 T1A_W11
W_04	Students know the principles of establishing and operating a business, obligations resulting from the development of an enterprise and understand the role of marketing in a company.	l/c	K_W18	T1A_W05
W_05	Students are familiar with basic elements of marketing and manners of using them in a business.	l/c	K_W18	T1A_W05
U_01	Students are able to gather necessary information from subject literature, to process and interpret obtained information and to draw respective conclusions.	l/c	K_U01	S1A_U01
U_02	Students are able to conduct basic marketing studies in order to address decision problems and research issues.	l/c	K_U03	S1A_U03
U_03	Students understand the idea of the marketing orientation of an enterprise; they are able to observe the functioning of an enterprise and accurately interpret its mechanisms in marketing-related terms	l/c	K_U06	S1A_U06
U_04	Students are able to use their basic knowledge of marketing in order to gather data for analysis of economic processes.	l/c	K_U06	S1A_U06
U_05	Students are able to use the procedure of market segmentation and create a marketing offer for a selected segment.	l/c	K_U19	T1A_U13 T1A_U15
K_01	Students understands the necessity of a continuous acquisition of a marketing-related knowledge.	l/c	K_K01	S1A_K01
K_02	Students are aware of the necessity of including customers in the process of creation of a company's offer.	l/c	K_K05	T1A_K06
K_03	Students are able to collaborate in groups on identifying and solving decisive marketing-related problems of an enterprise.	l/c	K_K06	T1A_K07
K_04	Students are fully aware of responsibilities for their own work and stand ready to follow the rules of a team work and assume responsibilities for its	l/c	K_K04	T1A_K03 T1A_K04

	respective results.			
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Teaching contents:

1. Teaching contents as regards lectures

Lecture number	Teaching contents	Reference to teaching results for a module
1	Essence of the marketing orientation of an enterprise (notion, marketing structure, elements of marketing, principles of marketing activity).	W_01 W_02 W_04 W_05
2	External conditions for activity. Form of market and competition. SWOT analysis.	W_01
3	Buyers' market behaviour. Stages of the consumer's decisive process.	W_02
4	Market segmentation. Procedure for a choice of the target market. Market segmentation strategies.	W_01 W_03
5	Positioning of the offering.	W_05
6	Product as an element of marketing-mix. Marketing concept of a product. Product's life cycle.	W_01 W_02
7	Price as an element of marketing-mix. Methods of price fixing. Price elasticity of demand. Company's pricing policy.	W_01 W_02
8	Distribution as an element of marketing-mix. Conventional and integrated channels of distribution.	W_01 W_02
9	Promotion as an element of marketing mix. Company's product promotion policy.	W_01 W_02
10	Marketing Information System of an enterprise.	W_05

2. Teaching contents as regards classes

Class number	Teaching contents	Reference to teaching results for a module
1	The use of surveys in marketing studies (teamwork).	W_01 W_05 U_01 U_02 K_03
2	Product structure in terms of marketing (teamwork).	W_01 U_04 K_03
3	Portfolio analysis - BCG growth-share matrix (teamwork).	W_01 U_04 K_03
4	Market segmentation and creation of a marketing offer (teamwork).	W_01 U_05 K_02
5	Product positioning (teamwork).	W_01 W_02 U_03 K_03
6	Creation of a radio and television advertising for a chosen product (teamwork).	W_01 W_02 U_03 K_03
7	Choice of pricing methodologies.	W_01 W_02 U_04

8	Analysis of the results of students' teamwork.	K_01 K_02
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3. Teaching contents as regards laboratory classes

Laboratory class number	Teaching contents	Reference to teaching results for a module

4. The characteristics of project assignments

The methods of assessing teaching results

Effect symbol	Methods of assessing teaching results <i>(assessment method, including skills – reference to a particular project, laboratory assignments, etc.)</i>
W_01	Test, Examination.
W_02	Test, Examination.
W_03	Test, Examination.
W_04	Test, Examination.
W_05	Test, Examination.
U_01	Project.
U_02	Project.
U_03	Project.
U_04	Project.
U_05	Project.
K_01	Project.
K_02	Project.
K_03	Project.
K_04	Project.

D. STUDENT'S INPUT

ECTS credit points		
	Type of student's activity	Student's workload
1	Participation in lectures	30
2	Participation in classes	15
3	Participation in laboratories	
4	Participation in tutorials (2-3 times per semester)	3
5	Participation in project classes	
6	Project tutorials	
7	Participation in an examination	2
8		
9	Number of hours requiring a lecturer's assistance	50 <i>(sum)</i>
10	Number of ECTS credit points which are allocated for assisted work <i>(1 ECTS point=25-30 hours)</i>	2
11	Unassisted study of lecture subjects	8
12	Unassisted preparation for classes	12
13	Unassisted preparation for tests	
14	Unassisted preparation for laboratories	
15	Preparing reports	15
15	Preparing for a final laboratory test	15
17	Preparing a project or documentation	
18	Preparing for an examination	
19		
20	Number of hours of a student's unassisted work	50 <i>(sum)</i>
21	Number of ECTS credit points which a student receives for unassisted work <i>(1 ECTS point=25-30 hours)</i>	2
22	Total number of hours of a student's work	100
23	ECTS points per module <i>1 ECTS point=25-30 hours</i>	4
24	Work input connected with practical classes <i>Total number of hours connected with practical classes</i>	42
25	Number of ECTS credit points which a student receives for practical classes <i>(1 ECTS point=25-30 hours)</i>	1.68

E. LITERATURE

Literature list	<ol style="list-style-type: none"> 1. Altkorn J. (ed.), <i>Fundamental of Marketing</i>, Institute of Marketing in Academy of Economics, Kraków 2006. 2. Kotler Ph., <i>Marketing</i>, Wolters Kluwer, Poznań 2012. Complete literature: <ol style="list-style-type: none"> 1. Garbarski L., Rutkowski J., Wrzosek W., <i>Marketing. Critical point of modern firm</i>, PWE, Warszawa 2000. 2. Kramer T., <i>Fundamental Marketing</i>, PWE, Warszawa 1996. 3. Michalski E., <i>Marketing</i>, WN PWN, Warszawa 2005. 4. Monthly: „Marketing and Market”, „Marketing In Practice”, „Marketing Service”.
Module website	