

Fundamentals of Marketing - course description

General information	
Course name	Fundamentals of Marketing
Course ID	06.9-WM-ER-ZiIP-24_18
Faculty	Faculty of Mechanical Engineering
Field of study	WM - oferta ERASMUS
Education profile	-
Level of studies	Erasmus programme
Beginning semester	winter term 2021/2022

Course information	
Semester	2
ECTS credits to win	3
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">prof. dr hab. inż. Justyna Patalas-Maliszewska

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Lecture	15	1	-	-	Credit with grade
Project	15	1	-	-	Credit with grade

Aim of the course

The main result of this course is to know the elements of marketing, marketing management, and the essence of building a marketing plan as a necessary element of the business plan.

Prerequisites

Economics

Scope

Course provides a comprehensive approach of theory of marketing, strategic and operational marketing. The steps and procedures of marketing management. Marketing mix: product - the product life cycle, offer positioning, market segmentation, the benefits of buying the product, the concept of range, the steps of introducing new products, the concept of brand positioning and repositioning, price - pricing strategies, , types of prices, price calculation, distribution - distribution channels, types of distribution, distribution systems, promotion - advertising, packaging, sales promotion, public relations, publicity, propaganda, personal selling, promotion. The marketing information process: market research methods - interviews, observations, questionnaires, surveys, etc., Support system marketing decisions. Marketing plan in the business plan - market analysis, the project schedule, SWOT analysis, analysis of resources.

The project: Marketing plan in the business plan for a new company - market analysis, the project schedule, SWOT analysis, analysis of resources

Teaching methods

Lecture, project

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Student is able to work independently and in a team, can create a marketing team, can manage a small team, establish roles and responsibilities in the team		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Student is able to determine the priorities for the tasks in the marketing formulation process		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Student knows marketing theory, can distinguish between strategic and operational marketing. Student can explain the marketing management process.		<ul style="list-style-type: none">an evaluation test	<ul style="list-style-type: none">Lecture
Student is able to work in a group together and to adopt different roles in a marketing team		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Student is able to be entrepreneurial		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Student has ordered a general knowledge in the basics of marketing related to the management and production engineering.		<ul style="list-style-type: none">an evaluation test	<ul style="list-style-type: none">Lecture
Student is able to prepare and present presentation about marketing plan in Polish or English		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project

Outcome description	Outcomesymbols	Methods of verification	The class form
Student can define the life cycle of products, distinguish phases in the life cycle of the product, explain the critical point in the life cycle of products		• an evaluation test	• Lecture
Student has an elementary knowledge of the business - can determine the scope of the project, identify the marketing team skills, build a marketing strategy for the business plan		• an evaluation test	• Lecture
Student has ordered a general knowledge in the individual entrepreneurship		• an evaluation test	• Lecture
Student can obtain information from literature, databases and other sources for the purpose of marketing research: can integrate them, to make their interpretations and formulate conclusions		• a project	• Project

Assignment conditions

Lecture: grade

Evaluation of the results of the written test covering knowledge of the content of the subject.

Project: grade

Evaluation of the results of the project and making presentation.

Recommended reading

Dennis S., Remarkable Retail: How to Win & Keep Customers in the Age of Digital Disruption, 2020

Mahoney K.A., Marketing for Entrepreneurs and Small to Medium Businesses: The Definitive Guide to Driving Growth And Success, 2019

Further reading

Notes

Modified by dr Katarzyna Skrzypek (last modification: 29-04-2021 11:00)

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