

Technological Products Marketing - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Technological Products Marketing
Kod przedmiotu	06.9-WM-MaPE-P-TechPrMark-23
Wydział	Wydział Mechaniczny
Kierunek	Management and Production Engineering
Profil	ogólnoakademicki
Rodzaj studiów	pierwszego stopnia z tyt. inżyniera
Semestr rozpoczęcia	semestr zimowy 2023/2024

Informacje o przedmiocie	
Semestr	4
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	dr inż. Małgorzata Śliwa

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	15	1	-	-	Zaliczenie na ocenę
Projekt	15	1	-	-	Zaliczenie na ocenę

Cel przedmiotu

The main learning outcome will be to learn about the elements of marketing, the essence of marketing management and building a marketing plan. The student will also learn about current trends to support promotional activities (e.g. social media).

Wymagania wstępne

Business Management and Economics

Zakres tematyczny

Lecture:

L1: Outline of marketing theory, strategic and operational marketing. Categories of marketing, marketing of production and consumer goods, goods, services and information, buyer behaviour, marketing of services. Marketing of technological products.

L2: Marketing strategy.

L3-4: Marketing plan. Market analysis (proximity analysis using benchmarking method), SWOT analysis, resource analysis. Marketing MIX: product - product life cycle, positioning of the offer, market segmentation, benefits from the purchase of a product, the concept of assortment, stages of introducing new products, the concept of brand, positioning and repositioning, product perception maps, price - pricing strategies, break-even point, types of prices, price calculation, distribution - distribution channels, types of distribution, distribution systems, degrees of intensity of distribution, optimal size of an order, management of the distribution process, promotion - advertising, packaging, sales promotion, public relations, publicity, propaganda, personal selling, forms of promotion.

L5: Social media in marketing.

L6: Neuromarketing: definition, purpose, examples, ways of research.

L7: Marketing information system - internal company documentation, marketing intelligence, marketing research - defining the subject and purpose of the research, developing a research plan, collecting information, analysing information, research reports, marketing research methods - interview, observation, survey questionnaires, etc., marketing decision support system. E-commerce.

L8. Passing form: written test. Proposal of final grades.

Project:

P1: Establish the scope of the project: data of the potential company - industry, company structure, target group, area of activity, products (services) offered - i.e. the idea and the current state, define the purpose of the project - i.e. for which product a marketing strategy will be created.

Q2: Conduct a competitor analysis using benchmarking methodology. Identify the potential product (service) life cycle. SWOT analysis.

P3: Marketing MIX: definition of the price calculation process, choice of the price determination method, proposal of the pricing strategy; definition of the distribution strategy: number of channels, description of functions and relationships. Selection of promotion mix measures, proposal of promotion strategy.

P4-5: Design of promotional activities using social media.

P6-7: Conduct marketing research - define the purpose of the research, group of respondents develop a survey questionnaire, conduct a pilot study, make changes to the survey questionnaire, conduct the main study, present the results of the study. Define a marketing plan for the venture.

P8: Passinf terms: project and a multimedia presentation of the project. Proposal of final grades

Metody kształcenia

Lecture: conventional

Project: consultation having a seminar character, team working.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Knows the general principles for the creation and development of forms of individual entrepreneurship - can explain the structure of a marketing plan, establish a promotional campaign for a business, establish a pricing and distribution strategy	• K_W43	• kolokwium	• Wykład
Able to work individually and as part of a team; able to design the composition of a marketing team, identify expectations of team members and manage the work of a small team, establish roles and competencies	• K_U03	• projekt	• Projekt
Be able to prepare and deliver an oral presentation in Polish or English on the developed marketing plan for the selected enterprise.	• K_U06	• projekt	• Projekt
Be able to define the product life cycle, distinguish between phases in the product life cycle, explain the critical point in the product life cycle	• K_W38	• kolokwium	• Wykład
Can obtain information from literature, databases and other sources for conducting marketing research: can integrate it, interpret it and draw conclusions and form opinions.	• K_U01	• projekt	• Projekt
Knows marketing theory, can distinguish between strategic and operational marketing. Can explain marketing management procedures. Distinguishes between marketing categories, marketing of production and consumer goods, goods, services and information, buyer behaviour, marketing of services.	• K_W18	• kolokwium	• Wykład
Be able to acquire, integrate, interpret, draw conclusions and formulate opinions, based on advertising material, obtained from literature, databases and other modern means of providing information, i.e. carry out competitive analysis by means of benchmarking.	• K_U04	• projekt	• Projekt
Be able to work cooperatively in a group taking on different roles - responsibility for the completion of individual tasks within the marketing team	• K_K03	• projekt	• Projekt
Has a structured general knowledge of marketing fundamentals related to Production Management and Engineering.	• K_W17	• kolokwium	• Wykład
Be able to appropriately identify priorities to achieve a task defined by him/herself and others - planning the process of formulating a marketing strategy.	• K_K04	• projekt	• Projekt
Able to think and act in an entrepreneurial way - formulating a marketing strategy.	• K_K06	• projekt	• Projekt
Has an elementary knowledge of running a business - able to establish the scope of the venture, identify the remit of the marketing team, build a marketing strategy for the business plan.	• K_W41	• kolokwium	• Wykład

Warunki zaliczenia

Lecture - Written test.

Classes - grade from project and its presentation.

Final grade - the condition for passing the course is to pass all its forms. The final grade for completing the course is the arithmetic mean of grades for individual forms of classes.

Literatura podstawowa

1. Hammond, K. L., Content Marketing: Social Media Content Marketing. N.p.: CreateSpace Independent Publishing Platform, 2016.
2. Setiawan, Iwan., Kartajaya, Hermawan., Kotler, Philip. Marketing 4.0: Moving from Traditional to Digital. Germany: Wiley, 2016.
3. Setiawan, Iwan., Kartajaya, Hermawan., Kotler, Philip. Marketing 5.0: Technology for Humanity.GB: Wiley, 2021.
4. Trzmielak D., Zehner W., Marketing nowych technologii i produktów B+R, Wydawnictwo Uniwersytetu Łódzkiego, Łódź, 2020

5. Sheldrake, John. Technology, Business and the Market: From R&D to Desirable Products. Wielka Brytania: Ashgate Publishing Limited, 2014.
6. Luther, William M., The Marketing Plan: How to Prepare and Implement it. USA: AMACOM, 2011.

Literatura uzupełniająca

1. Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research. Wielka Brytania: Wiley, 2022.
2. Kotler Ph.: Marketing. Analiza, planowanie, wdrażanie i kontrola, Gebethner i S-ka, Warszawa, 1994
3. Patalas-Maliszewska J., Woźniak W., Kłos S.: Ekonomiczne aspekty wdrażania innowacji w przedsiębiorstwach MSP, Oficyna Wydaw. Uniwersytetu Zielonogórskiego, Zielona Góra, 2008
4. Trzmielak D., Zehner W., Marketing nowych technologii i produktów B+R, Wydawnictwo Uniwersytetu Łódzkiego, Łódź, 2020
5. Stawarz-García B.: Content marketing i social media: Jak przyciągnąć klientów, PWN, Warszawa, 2017

Uwagi

Zmodyfikowane przez dr inż. Małgorzata Śliwa (ostatnia modyfikacja: 12-05-2023 19:38)

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