

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing in Commerce and Services		Code 1011105351011140547
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 3 / 5
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: First-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: 10 Laboratory: - Project/seminars: -		No. of credits 4
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer:		
dr inż. Mariusz Branowski email: mariusz.branowski@put.poznan.pl tel. 6653395 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of marketing in production enterprises: subject, scope, terminology. Basic knowledge of marketing strategies and programs, methods and tools (marketing mix) in production enterprises
2	Skills	Ability to describe and analyse economic and social phenomena related to domestic marketing. Ability to make decisions relating to marketing mix. Ability to analyse domestic marketing problems relevant to enterprise management.
3	Social competencies	Awareness of marketing self education need. Awareness of marketing importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups realizing marketing activities. Awareness of ethical aspects of marketing.
Assumptions and objectives of the course:		
--Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of marketing in commerce and services.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knowledge of MCS importance for economy and enterprises - [[K1A_W01] 2. Knowledge of MCS scope and terminology - [K1A_W20] 3. Knowledge of MCS methods and tools - [K1A_W13] 4. Knowledge of selected commercial and services markets - [K1A_W13] 5. Knowledge of MCS organization and management - [K1A_W04] 6. Knowledge of economic networks and relationships (domestic and international) - [K1A_W05] 7. Knowledge of methods and tools of data analysis for MCS - [K1A_W11] 8. Knowledge of methods and tools of descriptive statistics and their applications to process modeling - [K1A_W12]		
Skills:		
1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to MCS - [K1A_U01] 2. Ability to use MCS methods and tools to solve the problems - [K1A_U07] 3. Ability to make decisions related to MCS marketing mix - [K1A_U06] 4. Ability to MCS management - [K1A_U03]		
Social competencies:		

1. Awareness of MCS self education need. - [K1A_K01]
2. Awareness of MCS importance for maintenance and development of economic and social relationships. - [K1A_K03]
3. Preparation to active participation in organizations and groups realizing MCS activities. - [K1A_K02]
4. Awareness of ethical aspects of MCS - [K1A_K04]

Assessment methods of study outcomes

Primery wvaluation: active participation in lectures and classes (exercises)

Final evaluation: lectures: test; classes: colloquy and solutions of case studies

Course description

-Commercial and services enterprises as market subjects. Services - definitions and attributes. Services classifications - Lovelock, Silvestro (professional services, service shops, mass services).Marketing research and market segmentation in MCS. Traditional and relational marketing in services. Marketing mix in services - 4P, 5P and 7P models. Marketing strategies of service, price, distribution and promotion. People, process, physical evidence, customer service as marketing mix tools. Customer service standardization. Relationship marketing in MCS - basic strategies and programmes. Internal marketing in MCS. Commercial, wholesale and retail marketing - strategies and tools. Wholesale and retail trade technique. Quantitative and qualitative evaluation of trade assortment.

Basic bibliography:

1. Usługi - marketing i zarządzanie, Gilmore A., PWE, Warszawa, 2006
2. Marketing usług, Payne A., PWE, Warszawa, 1997
3. Zarządzanie marketingowe przedsiębiorstwem handlowym, Sławińska M., Urbanowska-Sojkin E., Akademia Ekonomiczna, Poznań, 2001
4. Zarządzanie przedsiębiorstwem handlowym. Zadania i studia przypadków, Sławińska M., Mikołajczyk J., Akademia Ekonomiczna, Poznań, 2003
5. Marketing usług na przykładach, Rogoziński K., Nicholls R., Akademia Ekonomiczna, Poznań, 2001

Additional bibliography:

1. Marketing usług, Pr zb. pod red. A.Styś, PWE, Warszawa, 2003
2. Zarządzanie przedsiębiorstwem handlowym, Sławińska M., , PWE, Warszawa, 2002
3. Usługi. Produkcja, rynek, marketing, Daszkowska M. , Wydawnictwo Naukowe PWN, Warszawa, 1998

Result of average student's workload

Activity	Time (working hours)
1. Lectures	10
2. Classes	10
3. Consultations	2
4. Student self education	67
5. Preparation to the test	15
6. Preparation to classes	15
7. Test and colloquy	1

Student's workload

Source of workload	hours	ECTS
Total workload	120	4
Contact hours	23	2
Practical activities	15	0