

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing		Code 1011101431011140393
Field of study Logistics - Full-time studies - First-cycle studies	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: First-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 30 Classes: 15 Laboratory: - Project/seminars: -		No. of credits 5
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: prof. dr hab. inż. Władysław Mantura email: e-mail: wladyslaw.mantura@put.poznan.pl tel. tel. 61 665 34 04 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of economics, logistics and organization and management sciences.
2	Skills	Ability to interpret and describe the fundamental rights and economic processes that affect the company's operations and logistics processes in the company. Ability to assess the way of achieving the objectives maintaining good relations with partners and colleagues.
3	Social competencies	Awareness of knowledge of economics, logistics and organization and management sciences, and understanding and analysis of the main social phenomena associated with them.
Assumptions and objectives of the course: The aim of the course is to acquire knowledge, skills and competence in concepts, issues, patterns and methods of solving marketing problems, taking into account logistics.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Basic knowledge of the place and importance of marketing in the sciences, industry and company - [K1A_W22] 2. Knowledge of the basic terminology and scope of marketing. - [K1A_W22] 3. Knowledge and understanding of basic marketing tools and strategic aspects of marketing. - [K1A_W22] 4. Basic knowledge of the main directions of development and major achievements in the field of marketing. - [K1A_W24] 5. Knowledge of the historical and practical variability of meanings of concepts in marketing. - [K1A_W28]		
Skills:		
1. The perception, making observations and interpretations of social phenomena of marketing. - [K1A_U13] 2. The use of theoretical knowledge to describe and analyze social processes and phenomena relating to marketing. - [K1A_U14] 3. Analysis of causes of marketing phenomena and processes and analysis, and participation in the outcome of the proposed solutions to issues relating to marketing. - [K1A_U13] 4. Ability to use the basic concepts of marketing, research paradigms in typical professional situations. - [K1A_U15] 5. Ability to formulate, express, present and argue detailed marketing issues in management particularly in logistics. - [K1A_U15]		
Social competencies:		

1. Awareness of knowledge and skills in the area of marketing and an understanding of the need for continuous improvement. - [K1A_K04]
2. Awareness of the importance of marketing for the maintenance and development of social and economic ties at different levels. - [K1A_K02]
3. Preparation to active participation in groups and organizations leading marketing activities. - [K1A_K03]
4. Ability to communicate with the environment and to deliver basic knowledge of marketing. - [K1A_K07]
5. The ability to complement and improve the acquired knowledge and skills. - [KInzA_W05]
6. Ability to take responsibility for the tasks assigned. - [K1A_K05]
7. Awareness of the importance of behaving in professional and ethical way. - [K1A_K06]

Assessment methods of study outcomes

Examination of the lectures. Colloquium from exercises.

Course description

The origin and concept of marketing - its place in the actions of the enterprise. Logistics in marketing. Market environment the company. Structures and varieties of marketing. Basic functions of marketing. Marketing of logistics services. Behavior of buyers. Market competition. Marketing information system. Research and analysis of the market - market structure and forms, market segmentation, the choice of target market. Marketing-mix as a concept for impact on the market. Impact on the market by product, distribution, pricing and promotion. Logistics distribution. Marketing Management. Organization of marketing activities.

Basic bibliography:

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| 1. Marketing, Kotler P., Rebis, Warszawa, 2006. |
| 2. Marketing - podręcznik europejski, Kotler Ph., Armstrong G., Saunders J., Wong V, PWE, Warszawa, 2002. |
| 3. Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2002. |
| 4. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011. |

Additional bibliography:

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| 1. International Marketing and Business in the CEE Markets, Szymura-Tyc M., Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2009 |
| 2. Kompendium wiedzy o marketingu, Pilarczyk B., Mruk H., PWN, Warszawa 2006. |
| 3. Kontrola skuteczności marketingowej ? problem zmienności i interpretacji pomiaru, Kowal W., Wrocław 2010. |

Result of average student's workload

Activity	Time (working hours)
1. Participation in lectures	30
2. Participation in classes	15
3. Literature studies	40
4. Preparation to examination	15

Student's workload

Source of workload	hours	ECTS
Total workload	100	4
Contact hours	45	0
Practical activities	0	0