



**POLITECHNIKA POZNAŃSKA**

**Wydział Architektury**

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## COURSE DESCRIPTION CARD

The name of the course/module		Code	
<b>MARKETING</b>		<b>A_U_2.2_011</b>	
Main field of study	Educational profile (general academic, practical)	Year / Semester	
<b>ARCHITECTURE</b>	<b>general academic</b>	<b>I/2</b>	
Specialization:	Language of course:	Course (core/elective)	
-	<b>polish/english</b>	<b>core</b>	
Hours		Number of points	
Lectures: -      Classes: <b>45</b> Laboratory: -      Projects / seminars:-		<b>8</b>	
Level of studies:	Form of studies (full-time studies/ part-time studies)	Educational area(s)	ECTS distribution (number and %)
<b>I</b>	<b>FULL-TIME STUDIES</b>	<b>TECHNICAL SCIENCES</b>	<b>8 points 100%</b>
Course status in the studies' program (basic, directional, other)		(general academic, from a different major)	
<b>supplementary</b>		<b>general academic</b>	
Lecturer responsible for the course:		Lecturer:	
<b>prof. dr hab. inż. arch. Wojciech Bonenberg</b>		<b>prof. dr hab. inż. arch. Wojciech Bonenberg</b>	
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Wydział Architektury		Wydział Architektury	
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tel. 61 665 32 60		tel. 61 665 32 60	
<b>Prerequisites defined in terms of knowledge, skills, social competences:</b>			
1	<b>Knowledge:</b>	<ul style="list-style-type: none"> <li>▪ Basic knowledge of contemporary market economy conditions;</li> <li>▪ Basic knowledge of the contemporary architects' profession - competitiveness, but also ethics;</li> <li>▪ Awareness of the importance of architects' profession in contemporary social and economic processes;</li> </ul>	
2	<b>Skills:</b>	<ul style="list-style-type: none"> <li>▪ Basic skills for building a visual information system;</li> <li>▪ Basic skills for self-presentation;</li> </ul>	
3	<b>Social competences</b>	<ul style="list-style-type: none"> <li>▪ Understand the need to use modern marketing methods;</li> <li>▪ Basic skill of the rules of discourse;</li> </ul>	
<b>Objective of the course:</b>			
1. The course is focused on practical skills of acting in architectural rival market environment.			
2. There are such issues as: planning of architectural studio development, marketing strategy, project management.			
3. Main premise of the program is a fact that in the profession of architect-urban planner, it is necessary not only the sense of space, esthetical sensitivity, technical knowledge, but the skill of winning customers, project managing and managing of the own firm.			
<b>Learning outcomes:</b>			

<b>Knowledge:</b>			
Directional results		Student who has passed the subject:	Reference to learning outcomes
W01		Student has detailed knowledge of architectural design in the inter-disciplinary meaning, including cultural context, as well as private, semi-private and public spaces;	AU2_W06
W02		has detailed knowledge related to architectural designing, town planning and spatial planning;	AU2_W17
<b>Skills:</b>			
U01		can prepare scientific elaborations in Polish and English, presenting his/her own research results and design decisions in the field of architecture and town planning;	AU2_U02
U02		can determine the directions of further education and implement the process of self-study;	AU2_U03
U03		can assess the relevance of the new scientific and research achievements and apply them in architecture and town planning;	AU2_U10
<b>Social competences:</b>			
K01		can work on a task, comprising many different problems, in a responsible manner, individually and in a team;	AU2_K01
K02		can think and act in a creative, entrepreneurial and innovative way, while carrying out an engineering/organisational task,;	AU2_K02
K03		can respectively determine priorities for carrying out goals set by himself/herself or by others; is aware of the importance of behaving in a professional way;	AU2_K07
<b>Course contents:</b>			
<p>1. Marketing in design</p> <ul style="list-style-type: none"> <li>o Visual advertising as a marketing instrument</li> <li>o Methods and principles of image creation for an architectural company</li> <li>o Advertising in architecture</li> <li>o Marketing &amp; public relations</li> </ul> <p>2. Project's image</p> <p>Main factors influencing the image:</p> <ul style="list-style-type: none"> <li>o substantive quality of the architectural design</li> <li>o multimedia and graphic design</li> <li>o the "architect's logo"</li> <li>o selection of marketing activities and mediums</li> <li>o architect as an image creator: methods of shaping creative</li> </ul> <p>3. Marketing communication</p> <ul style="list-style-type: none"> <li>o Form and content</li> <li>o Basic principles of reception and perception</li> <li>o Responsibility for marketing communications</li> </ul> <p>4. Architect's promotion</p> <ul style="list-style-type: none"> <li>o Exhibitions and shows</li> <li>o Participation in competitions</li> <li>o Promotion campaigns: Internet, architectural magazines</li> </ul> <p>5. Marketing communication</p> <ul style="list-style-type: none"> <li>o Portfolio as part of marketing communication</li> <li>o the World Wide Web as an architect's image creator</li> </ul>			
<b>The evaluation methods:</b>			
The way a task is evaluated depends on its type:			
<p>Formative assessment:</p> <ul style="list-style-type: none"> <li>▪ Assessment of the substantive contribution of each student to the group,</li> <li>▪ Assessment of the quality of the final study,</li> </ul>			

- Assessment of the quality of presentation of research results in the group
- Failure to attend (unjustified) more than three classes lowers the final grade

Grading scale: 2,0, 3,0; 3,5; 4,0; 4,5; 5,0

**Summative assessment:**

- The final grade is the average of the above grades.
- Final grading scale: 2,0, 3,0; 3,5; 4,0; 4,5; 5,0

**Positive grade for module depends on achieved by student all learning outcomes specified in the syllabus.**

**Basic bibliography:**

Due to the different nature and subject of the work carried out in particular groups, the literature for the subject is determined regularly by the lecturer.

**The student workload**

Form of activity	Hours	ECTS
Overall expenditure	58	2
Classes requiring an individual contact with teacher	48	2
Practical classes	45	-

**Balance the workload of the average student**

Form of activity	Number of hours
participation in lectures	30 h
participation in classes/ laboratory classes (projects)	45 h
preparation for classes/ laboratory classes	13 x 5 h = 65 h
preparation to colloquium/final review	4 x 8 h = 32 h
participation in consultation related to realization of learning process	7 x 1,5 h = 10,5 h
preparation to the exam	24 h
attendance at exam	2 h

Overall expenditure of student:

**8 ECTS credits**

**208,5 h**

As part of this specified student workload:

- zajęcia wymagające bezpośredniego udziału nauczycieli akademickich:

30 h + 45 h + 3 h = **87,5 h**

**3 ECTS credits**