



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Basics of marketing

Course

Field of study

Security Engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

15

Tutorials

15

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

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Prerequisites

A student starting this subject should have basic knowledge in economics as well as management and quality sciences. He/she should be able to interpret and describe: economic phenomena affecting the enterprise and basic processes in security engineering. He/she should be able to assess how to achieve goals while maintaining good relations with partners and colleagues, be aware of his/her knowledge of economics and management sciences and quality, and understand and be able to analyze the basic social phenomena associated with them.

Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, regularities and methods of solving marketing problems.

Course-related learning outcomes

Knowledge

1. knows marketing issues, including in the context of security engineering [P6S_WG_08].
2. knows the problems arising from the activities of enterprises in the market environment [P6S_WK_06].

Skills

1. is able to use analytical, simulation and experimental methods to formulate and solve engineering tasks in the field of marketing, also using information and communication methods and tools [P6S_UW_04].
2. can plan and carry out experiments, including computer measurements and simulations, interpret obtained results and draw conclusions in the field of marketing [P6S_UO_01].

Social competences

1. is aware of the recognition of the importance of knowledge in solving marketing problems and continuous improvement [P6S_KK_02]
2. is aware of the understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the associated responsibility for decisions [P6S_KK_03]
3. can plan and manage business ventures [P6S_KO_01]
4. is aware of behavior in a professional manner, compliance with the principles of professional ethics and respect for the diversity of views and cultures [P6S_KR_01]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: formative assessment: short discussions checking the effectiveness of the learning process, adapting teaching to the level of students, and showing students the scope of material mastered within



the subject; colloquium in the form of a test between the 3rd and 4th lectures, containing a minimum of 5 questions; pass threshold - minimum 51%. Summative assessment: knowledge acquired during the lecture is verified in the form of final test. All students have the same time to solve them. The test is cross-sectional with 15 questions. A condition for obtaining a positive assessment is obtaining more than 50% of points.

Exercises: the skills acquired during the tutorials are verified on the basis of partial tasks that are performed in teams. Forming assessment is carried out in the middle of the semester and concerns the partial results of the work of students' tasks - pass threshold - minimum 51%. The results of subsequent tasks make up the marketing mix of the product selected for the needs of the exercises, which is defended by the teams, and the result of the defense is the final grade - pass threshold - minimum 51%.

Programme content

Lecture: The origin and concept of marketing - its place in the functioning of the company. Enterprise market environment. Structures and varieties of marketing, basic functions of marketing. Buyer behavior. Market competition. Marketing information system. Market research and analysis - market structure and forms, market segmentation, selection of the target market. Marketing mix as a concept of market impact. Market impact through product, distribution, prices and promotions. Introduction to marketing management.

Exercises: product concept, name, logo, brand, marketing research or market analysis project and their partial implementation, complementary, substitution goods, competition, life cycle, analysis of product value levels, customer segmentation, price determination + justification, distribution channels, target group of promotional message, purpose of the promotion, promotion tools, advertising slogan, advertising.

Teaching methods

Lecture: informative lecture - multimedia presentation illustrated with examples given on a blackboard.

Exercises: subject exercises; design method - for the implementation of some tasks in teams.

Bibliography

Basic

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. Badania marketingowe, Kaczmarczyk S., Polskie Wydawnictwo Ekonomiczne, 2014.



Additional

1. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011.
2. International Marketing and Business in the CEE Markets, Szymura-Tyc M., Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2009
3. Kompendium wiedzy o marketingu, Pilarczyk B., Mruk H., PWN, Warszawa 2006.
4. Szafrąński M., Ganas M. (2011), Badanie oczekiwanej jakości informacji o produktach, pozyskiwanych z wykorzystaniem urządzeń mobilnych, w: Komunikacja rynkowa. Strategie i instrumenty, Zeszyty naukowe 208, redaktor naczelny Bogna Pilarczyk, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, s. 131-141.
5. Szafrąński M., Graczyk-Kucharska M., Dworek T., Mazur M., Przybylski R. (2017), Wykorzystanie badań eyetrackingowych do doskonalenia systemów informacyjnych na przykładzie system.zawodowcy.org, w: Wybrane zagadnienia zarządzania współczesnymi przedsiębiorstwami, pod red. L. Kiełtyki i P. Kobisa, Wydawnictwo Politechniki Częstochowskiej, Częstochowa, s. 159-172.
6. Mazur M., Szafrąński M., Dworek T. (2016), An attempt to use eye-tracking to improve a chosen ICT system, Zeszyty Naukowe Politechniki Poznańskiej seria Organizacja i Zarządzanie, Nr 70, ISSN 0239-9415, Poznań, s. 113-125.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for tutorials, preparation for tests, project preparation) ¹	20	1,0

¹ delete or add other activities as appropriate