



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing management

Course

Field of study

Engineering Management

Area of study (specialization)

Enterprise resource and process management

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

5

Tutorials

Laboratory classes

Projects/seminars

40

Other (e.g. online)

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

Ph.D., D.Sc., Eng. Ewa Więcek-Janka

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Faculty of Engineering Management

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Responsible for the course/lecturer:

Ph.D. Eng. Marek Goliński

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Prerequisites

The Student defines the concepts of: production process, production costs, materials, production



capacity, production logistics, buyer, customer, price and methods of its calculation, supply, demand (and other concepts in the field of enterprise management included in the training program).

The Student characterizes the stages of the production process and assign them costs.

The Student formulates opinions on the basis of group discussion, brainstorming, implemented SWOT and PEST analyzes, explain their applications and summarize and recommend corrective actions.

The Student creates: financial analysis, turnover and balance statement, SWOT analysis, PEST, product life cycle; matrices: BCG, GE, McKinsey; marketing plan.

The Student can create a company development plan based on available market data.

The Student is able to draw conclusions from the decisions taken and to plan and introduce the corrective actions.

The Student is responsible for the timely implementation of tasks.

The Student actively participates in both lecture classes and exercises.

The Student is able to work in a group and make individual and group decisions.

The Student follows the norms of social life.

The Student is determined to solve tasks creatively and realize assigned projects.

Course objective

Developing the potential of knowledge, skills and attitudes in making management decisions in marketing and market based on acquired knowledge and skills acquired at the first level of education at the university using simulation games.

Course-related learning outcomes

Knowledge

1. The student knows in-depth the methods and tools for modeling information and decision-making processes [P7S_WG_02]
2. The student has extended knowledge of the subject of contextual sciences in relation to management sciences and ergological sciences and the research methods used in them, as well as about common and specific conceptual apparatus in relation to management sciences and technical sciences [P7S_WG_03]
3. The student has knowledge of the connections in network organizations (concerns, holdings, clusters, etc.) and in-depth knowledge of organizational dependencies between organizational units of the enterprise, as well as virtual units [P7S_WG_06]
4. The student knows in depth the methods of obtaining data on the behavior of market participants [P7S_WG_07]



5. The student has in-depth knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations [P7S_WK_01]

Skills

1. The student is able to use theoretical knowledge to describe and analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) and is able to formulate their own opinions and select critically data and methods of analysis [P7S_UW_01]

2. The student is able to forecast and model complex social processes involving phenomena from various areas of social life (cultural, political, legal, economic) with the use of advanced management methods and tools [P7S_UW_02]

3. The student has the ability to use the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge [P7S_UW_03]

4. The student has the ability to independently propose solutions to a specific management problem and carry out a decision-making procedure, in this scope [P7S_UW_04]

5. The student is able to correctly interpret and explain social, cultural, political, legal, economic phenomena) and mutual relations between social phenomena [P7S_UW_06]

Social competences

1. The student is aware of the interdisciplinarity of knowledge and skills needed to solve complex organizational problems and the need to create interdisciplinary teams [P7S_KK_01]

2. The student is able to see the cause-effect relationships in the implementation of the set goals and rank the importance of alternative or competitive tasks [P7S_KK_02]

3. The student is able to make a substantive contribution to the preparation of social projects and manage undertakings resulting from these projects [P7S_KO_01]

4. The student is able to initiate activities for social projects [P7S_KO_02]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge - written or oral exam.

Skills - credit.

Social competences - work in project teams (internal team division of grades).

Programme content

Lecture: The concept and dimensions of management. Enterprise management structure. The subject and functions of marketing. The guiding principles and main task of marketing. The Marketing process. The concept and components of marketing management. The Scope and location of marketing



management. The strategic and operational dimension of marketing management. The Content of marketing strategy. Procedures as part of the marketing strategy. Development of marketing strategies. Implementing marketing strategies. The Marketing decisions taken when developing marketing strategies. The Place of marketing strategies in the profit and loss structure. The Conflict and consistency between strategies. The Marketing management process. The Enterprise mission. The Enterprise market (concept and dimensions). The subject dimension of the market. The subjective dimension of the market. The spatial dimension of the market. The Market field and strategic business units. Features, number and type of strategic business units. The Marketing management in enterprises with diverse marketing activities.

Project: Planning of marketing activities in the enterprise. Influence of competition and competitors on marketing activities. The product as the basis of a competitive advantage. Managing the assortment offer. The buyer, consumer, client as the driving force behind marketing activities. Distribution in marketing activities. Distribution network as a marketing advantage tool. Product promotion - the power of marketing information. Methods and tools for obtaining information for marketing.

Teaching methods

Lecture - formative assessment: short discussions checking the effectiveness of the education process, adjusting teaching to the level of students, summative assessment: the knowledge acquired during the lecture is verified in the form of a colloquium, the condition for obtaining a positive assessment is obtaining more than 51% of points.

Project - the skills acquired during project classes are verified on the basis of partial tasks that are performed in teams, the results of subsequent tasks make up a comprehensive study carried out on the basis of one company selected for the project, the end result is the development and discussion of individual stages of the project and final defense of the project.

Bibliography

Basic

Więcek-Janka, E. (2011). Games & Decisions. Poznań: Wydawnictwo Politechniki Poznańskiej.

Pomykalski, A. (2019). Zarządzanie i planowanie marketingowe. Wydawnictwo Naukowe PWN.

Więcek-Janka, E., Kujawińska, A. (2010). Decyzje i gry marketingowe. Poznań Wydawnictwo Politechniki Poznańskiej.

Kotler P., Kartajaya H., Setiawan I., Marketing 4.0, Wyd. MT Biznes, Warszawa, 2017.

Armstrong G., Kotler P., Marketing, Wydawnictwo Nieoczywiste - GAB Media, 2016.

Dejnaka A., Marketing mobilny, Wyd., Diffin, Warszawa, 2019.



Additional

Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020.

Lambin, JJ, Strategiczne zarządzanie marketingowe. Wydawnictwo Naukowe PWN, 2000.

Goliński M., Methodology of research into information needs, [in] Integrated support system for access to information in urban space with use of GPS and GIS systems, edited by M. Goliński i M. Szafranski, Wydawnictwo Politechniki Poznańskiej, Poznań 2012.

Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2000.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	5	0,5

¹ delete or add other activities as appropriate