



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

### Course

Field of study

Management Engineering

Area of study (specialization)

Level of study

First-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

30

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

5

### Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Maciej Szafranski

Mail to: maciej.szafranski@put.poznan.pl

Phone 61 665 34 03

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Marek Goliński

Mail to: marek.golinski@put.poznan.pl

Phone 61 665 34 03

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

### 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, basic logistics processes in the enterprise. 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. has extended and in-depth knowledge of the sciences necessary for understanding and describing marketing issues [P6S\_WG\_01] .
2. has basic knowledge of the types of network economic structures and relations between the participants of networks established on a national and international scale, as well as about structures and administrative institutions at the EU and national level [P6S\_WG\_05]
3. knows the research methodology and methods and tools for modeling processes occurring between market participants [P6S\_WG\_10].
4. has knowledge about marketing in the aspect of management sciences and about the place and relationship of marketing with contextual and ergological sciences [P6S\_WG\_11].
5. knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management in the aspect of marketing [P6S\_WK\_04].

#### Skills

1. analyze proposed solutions to specific management problems in marketing and propose appropriate solutions in this respect [P6S\_UW\_04].
2. can correctly interpret social (cultural, political, legal, economic) phenomena in the field of marketing [P6S\_UW\_06].
3. can properly analyze the causes and course of specific social processes and phenomena (cultural, political, legal, economic) in the field of marketing [P6S\_UW\_07].
4. can be responsible for own work and jointly implemented tasks and is ready to comply with the principles of teamwork [P6S\_UO\_01].
5. can identify the need and use the possibilities of continuous training (second and third degree studies, post-graduate studies, courses) - raising professional, personal and social competences [P6S\_UU\_01].

#### Social competences

1. can perceive cause-and-effect relationships in achieving set goals and rank the importance of alternative or competitive tasks . [P6S\_KK\_02]
2. is aware of the importance of professional conduct, compliance with the principles of professional ethics and respect for the diversity of views and cultures, as well as care for the traditions of the managerial profession [P6S\_KR\_02]

### 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 6th and 8th lectures, containing a minimum of 5 questions; pass threshold - minimum 51%.

Summative assessment: knowledge acquired during the lecture is verified in the form of an exam. Students receive standardized questions in the form of a test. All students have the same time to solve them. The tests are cross-sectional. 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. Summative assessment - 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. Więcek-Janka E., Szafrąński M. (2017), Zastosowania marketingu kompetencji w ofertach pracy – wyniki badań, Handel wewnętrzny, nr 6, s. 372-385.

5. Model badania skuteczności promocji nauki. Praca pod redakcją Marka Golińskiego i Macieja Szafrąńskiego. Wydawnictwo MJ Media sp. z o.o., Poznań. ISBN 978-83-927928-2-6, 216 stron.

6. Szafrąński M. (2013), Promocja nauki oraz badanie skuteczności działań promocyjnych – stan obecny oraz perspektywy rozwoju w oparciu o rozwiązania stworzone w projekcie „Partnerski Związek Nauki i Postępu”, w: Nauka i postęp. Zarządzanie wiedzą dla innowacji, praca pod redakcją Marka Golińskiego i Macieja Szafrąńskiego, Wydawnictwo MJ Media sp. z o.o., Poznań 2013, ISBN 978-83-927928-3-3, stron 143.

7. 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.

8. 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.

9. Szafrąński M., Graczyk-Kucharska M., Goliński M., Spychała M., Badanie znajomości marek przedsiębiorstw na potrzeby zewnętrznego employer branding – wyniki badań studentów Politechniki Poznańskiej, Przegląd Organizacji, 2/2019, s. 21-29.

10. 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  | 125   | 5,0  |
| Classes requiring direct contact with the teacher   | 45    | 2,0  |
| Student's own work (literature studies, preparation for tutorials, preparation for colloquium and exam, project preparation) <sup>1</sup> | 80    | 3,0  |

<sup>1</sup> delete or add other activities as appropriate