



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

Course

Field of study

Logistics

Area of study (specialization)

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

16

Tutorials

12

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

5

Lecturers

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

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



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. The student knows the basic issues of mathematics and statistics in the study of the structure of economic and logistic phenomena [P6S_WG_04]
2. The student knows the basic issues of the life cycle of socio-technical systems (logistics systems) and the life cycle of industrial products [P6S_WG_06]
3. The student knows the basic management issues specific to logistics and supply chain management [P6S_WG_08]

Skills

1. The student is able to see system and non-technical aspects in engineering tasks, as well as socio-technical, organizational and economic [P6S_UW_04]
2. The student is able to choose the right tools and methods to solve the problem within the logistics and supply chain management, and to use them effectively [P6S_UO_02]
3. The student is able to identify changes in the requirements, standards, regulations, technical progress and the reality of the labor market, and on their basis determine the needs of supplementing knowledge [P6S_UU_01]

Social competences

1. The student is able to plan and manage in an entrepreneurial manner [P6S_KO_01]
2. The student is aware of initiating activities related to the formulation and transfer of information and cooperation in the society in the area of logistics [P6S_KO_02]
3. The student is aware of the cooperation and work in a group on solving problems within the scope of logistics and supply chain management [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; 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. Several different tests have been developed with similar difficulty questions. Students are divided into groups, and for each group the tests are selected randomly. All students have the same time to solve them. The tests are cross-sectional. 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. 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.

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: exercise method - auditorium, design method - for the implementation of some tasks in teams.

Bibliography

Basic

1. Marketing, marketing in the 21st century, Evans, J.S., Berman, B., 11th ed., Mason, OH, Cengage, Learning, 2010.
2. Marketing management, Kotler, P., Keller, K.L., Boston, Pearson Education, cop. 2012.



3. Marketing, Kotler P., Rebis, Warszawa, 2006.

4. Marketing - podręcznik europejski, Kotler Ph., Armstrong G., Saunders J., Wong V, PWE, Warszawa, 2002.

5. Marketing przedsiębiorstw przemysłowych, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2002.

Additional

1. Marketing dla inżynierów naukowców i technologów, Curtis T., Wolter Kluwer Polska Sp. Z o.o., Warszawa, 2011.

Integrated support system for Access to information In Urban space with use of GPS and GIS systems
Goliński, M., Szafranski, M., Publishing House of Poznan University of Technology, 2012, Poznań.

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.

Breakdown of average student's workload

	Hours	ECTS
Total workload	125	5,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for tutorials, preparation for tests/exam, project preparation) ¹	95	4,0

¹ delete or add other activities as appropriate