

Code	VII.4
Course Title (English)	MARKETING
Course Title (Polish)	Marketing
Credits	2 ECTS

Language of instruction **English**

Programme Computer Modelling and Simulation, Intelligent Energy, Biotechnology for Environmental Protection, Business and Technology

Type of studies BSc studies

Unit running the programme Institute of Marketing

Course coordinator and academic teachers Katarzyna Łazorko, PhD, Izabella Sowier-Kasprzyk, PhD.

Form of classes and number of hours

Semester	Lec.	Tut.	Lab.	Proj.	Sem.	Credit points
7	30	-	-	-	-	2

Learning outcomes At the end of the course students should be able to: describe genesis of marketing, its development through ages; explain the procedures of rational marketing introduction; identify and analyse marketing environment of organisations using market research, market intelligence system and macro scale monitoring; introduce strategic analysis tools ; explain the ideas of segmentation, positioning and differentiation; create products, identify price and distribution strategies; identify adequate communication strategies; identify foundations of relationship marketing approach; indicate internal marketing foundations; plan marketing within organisation.

Prerequisites Basic knowledge of micro- and macroeconomic aspects of business; basic knowledge of management; basic knowledge of running a business; understanding political social and economic aspects of business environment.

Course description

LECTURE

1. The concept of marketing;
2. Marketing strategies;
3. System of Market Information;
4. Customer behaviour;
5. Market segmentation;
6. Positioning;
7. Marketing mix concept;
8. Product;
9. Price strategies;
10. Distribution;
11. Promotion;
12. The concept of relationship marketing;
13. Internal marketing;
14. Marketing planning;
15. Final test.

Form of assessment

Test

Basic materials

reference

1. Armstrong G., Kotler, P., *Marketing. An Introduction*, Prentice Hall, 2011.
2. Kerin R., Hartley S., *Marketing*, 2010.
3. Kotler Ph., Keller L., *Marketing Management*, 2011.

Other reference materials

For Polish-speaking students:

1. *Środki i formy marketingowego oddziaływania na konsumentów*, pod red. A. Pabiana, 2008.
2. Kotler Ph., *Marketing*, 2005.
3. Michalski E., *Marketing – podręcznik akademicki*, 2004.
4. Przybyłowski K., Hartley S.W., Kerin R.A., Rudelius W., *Marketing*, 1998.

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Average student workload (teaching hours + individ.)	30 hours of teaching + 20 hours of individual work
Remarks:	
<i>Updated on:6.02.2015.</i>	