

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>	