

SUBJECT: **Marketing**

HOURS: 30

ECTS: 4

Name/title of the author:	Tomasz Smoleń, Ph.D.
Course Description:	Presentation and explanation of the practical management of marketing activities in business entities and other institutions operating in the markets.
Learning Outcomes	<p>Cognitive objectives – To familiarize students with the marketing philosophy of the modern company operating in a competitive market (ie company's marketing orientation). Students introduction to the rules and tools of marketing and specific use of these instruments in the activities of companies and institutions. Students should learn the basic concepts and terms of marketing, its origins and the importance of marketing in the practical philosophy of doing business.</p> <p>Practical objectives – Development of students' skills in the marketing environment analysis and matching adequate business marketing tools (the strategy) with the targeted markets, to serve and influence them for achieving specific marketing objectives of choice.</p> <p>Educational objectives – development of market-oriented attitude among students, in which success in business activity is the result of understanding and skills to plan and implement effective measures to meet the needs of potential customers.</p> <p>Understanding of the issues that marketing management consists of – product & service policy, brand management, pricing, distribution, and specific forms of market communication.</p>
Course Content:	<ul style="list-style-type: none">- Genesis of Marketing. Definitions of marketing. General marketing principles and functions. The role of marketing in business.- Basic concepts of marketing instruments: 4P and 4C- Elements and structure of the marketing environment.- Characteristics of basic features of marketing of consumer goods, capital goods and marketing of services.- Customers' needs - A. Maslow's hierarchical model. Customer's market behavior and decisive process. Factors that determine customer's behavior and decision making.- Market segmentation. Segmentation procedure. Examples of segmentation criteria for individual and industrial buyers.- The marketing concept and structure of the product. Elements of Product Strategy. Branding. Product packaging in marketing. New Product Development process. The introduction of new products to market. The Product life cycle concept. Product assortment management issues. Product positioning strategies.- Price as a marketing tool. The relationship between price and demand. Determinants and methods of product pricing. Pricing strategies. Price as a promotional tool.- The nature and features of distribution as a marketing mix tool. The concept, functions and types of distribution channels. The roles of intermediaries in the distribution channels. Design and selection of distribution channels. Forms of cooperation between participants in

	<p>distribution channels. Distribution channels efficiency.</p> <p>- Promotion as part of the marketing mix. The role of promotion in the company's communication with the market. The functions and characteristics of the selected tools and instruments of promotion: (advertising, personal selling, sales promotion, public relations, sponsoring). Methods for determining the promotional budget. Evaluation of the efficiency and effectiveness of promotional activities.</p>
Methods of Instruction:	<p>Presentation of the basic marketing ideas, tools, methods and issues, along with relevant comments and examples taken from real business cases - a lecture with the use of MS Power Point slides.</p> <p>The students are encouraged to read and learn from selected websites with cases, papers on practical marketing activities examples and descriptions – weblinks to these pages are made available on the Moodle site to the course.</p> <p>Presentation of case studies - case studies illustrating selected aspects of the discussed subjects of lectures.</p> <p>Discussion on the marketing management issues with students.</p>
Assessment policy (examination);	<p>The final assessment is the outcome of marks obtained by students (in the work carried out in small teams – during exercises), and the results of final writing (test) examination.</p>
Supporting materials	<p>Materials developed by the lecturer made available to students in the form of PDF files, to be downloaded from Moodle web page. Updated weblinks to selected WWW pages.</p>
References:	<p>Baker M., The Marketing Book, Butterworth-Heinemann, 6th ed., Oxford 2007.</p> <p>Baker M.J., Marketing Strategy and Management, Palgrave Macmillan, 2007.</p> <p>CIM - Project Management in Marketing: Study Text, BPP Learning Media, 2010.</p> <p>Doyle P., Stern M., Marketing Management, Financial Times/Prentice Hall; 4th ed. 2006.</p> <p>Kotler Ph., Keller K., Goodman M., Brady M., Hansen T., Marketing Management, Prentice Hall, 2009.</p> <p>Kotler Ph., Keller K., Marketing Management, Pearson Education; 14th ed. 2011.</p> <p>McDonald M., Marketing Plans: How to prepare them, how to use them, Butterworth-Heinemann, 6th ed. 2007</p> <p>Williams Captain J., Marketing management in Practice, CIM Revision Cards, Elsevier Butterworth Heinemann, Oxford 2006.</p> <p>Williams J., Curtis T., Marketing Management in Practice 08-09, CIM Coursebook, Elsevier Butterworth Heinemann, Oxford 2008.</p>