



### MODULE DESCRIPTION

Module code	full-time studies:	<b>Z-ZIP1-E-506</b>
	part-time studies:	<b>Z-ZIPN1-E-506</b>
Module name	<b>Fundamentals of Marketing</b>	
Module name in Polish	<b>Podstawy marketingu</b>	
Valid from academic year	<b>2023/2024</b>	

### MODULE PLACEMENT IN THE SYLLABUS

Field of study	<b>MANAGEMENT AND PRODUCTION ENGINEERING</b>
Level of education	<b>1st degree</b>
Studies profile	<b>General</b>
Form and method of conducting classes	<b>Full-time and Part-time</b>
Specialisation	<b>All</b>
Unit conducting the module	<b>Department of Management and Organization</b>
Module co-ordinator	<b>Katarzyna Kiliańska, PhD Anna Sołtys, PhD</b>
Approved by:	<b>Dariusz Bojczuk, PhD, DSc</b>

### MODULE OVERVIEW

Type of subject / group of subjects	<b>Basic</b>
Module status	<b>Compulsory</b>
Language of conducting classes	<b>English</b>
Module placement in the syllabus - semester	<b>Semester V</b>
Initial requirements	<b>Microeconomics, Macroeconomics</b>
Examination (YES/NO)	<b>YES</b>
Number of ECTS credit points	<b>4</b>

Method of conducting classes		Lecture	Classes	Laboratory	Project	Other
Per semester	full-time studies:	<b>30</b>	<b>15</b>			
	part-time studies:	<b>18</b>	<b>9</b>			

## TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Category	Symbol	Learning outcomes	Assignations to the directional learning outcomes
Knowledge	W01	The student knows the basic concepts of marketing and is able to use them. Has knowledge of the basic elements of marketing and methods of their use.	ZIP1_W13 ZIP1_W15
	W02	The student knows the methodological basics of marketing and the research tools used.	ZIP1_W16
	W03	The student knows the procedure of market segmentation and product positioning.	ZIP1_W16
Skills	U01	The student is able to obtain information from the literature on the subject, can integrate the obtained information, interpret it, and draw conclusions in order to improve the effectiveness of marketing activities undertaken by the company.	ZIP1_U01
	U02	The student is able to use the basic knowledge in the field of marketing and obtain data to carry out analyzes of economic processes and phenomena.	ZIP1_U01 ZIP1_U15
	U03	The student is able to use basic marketing research to determine the directions of the company's development.	ZIP1_U02 ZIP1_U03 ZIP1_U19
Social competences	K01	The student understands the need to constantly supplement knowledge in the field of marketing.	ZIP1_K01
	K02	The student is ready to creatively work independently and in a group, identifying decision problems in the company's marketing activities and solving them.	ZIP1_K04 ZIP1_K05

## TEACHING CONTENTS

Method of conducting classes	Teaching contents
Lecture	Marketing - the concept of the market. Marketing as a business philosophy. Analysis of the marketing environment. The marketing function in the enterprise and its evolution. Marketing process. Value chain management according to Porter. Enterprise marketing strategies and their typology. Marketing mix - from the 7P concept to the 7C concept. The concept of product and brand - types, product and service differentiation, product life cycle. Price - supply and demand curve. Distribution channels. Promotion - methods and tools. Customer - consumer behavior, decision-making process, determinants of value delivered to the customer, communication with the customer, customer satisfaction. Market - market segmentation. The concept of market niche and blue ocean strategy. Market Analysis - BCG Matrix. Types of marketing.
Classes	Analysis of the marketing environment. Analysis of the type of product, price, market strategy, distribution channels of selected enterprises. Sales process. Promotional campaigns - effectiveness analysis. Constructing advertisements and advertising campaigns. Market analysis using the BCG matrix. Consumer behavior styles. Building customer satisfaction.

## METHODS OF ASSESSING TEACHING RESULTS

Symbol	Methods of checking the learning outcomes (select X)					
	Oral exam	Written exam	Test	Project	Statement	Other
W01		X				
W02		X				
W03		X				
U01						X
U02						X
U03						X
K01						X
K02						X

## FORM AND CONDITIONS OF PASSING

Form of classes	Form of credit	Passing conditions
Lecture	Exam	Obtaining at least 50% in the final test.
Classes	Credit with grade	The final grade is calculated on the basis of partial grades obtained for all tasks/work (performed individually or in groups), presentation of a selected topic during classes and activity during classes.

## STUDENT WORKLOAD

Balance of ECTS points												
No.	Type of student's activity	Student's workload										Unit
		full-time					part-time					
1.	Participation in the activities	Lc	C	Lb	P	O	Lc	C	Lb	P	O	h
		30	15				18	9				
2.	Other (consultation, exam)	4	2				4	2				h
3.	Number of hours of a student's as- sisted work	51					33					h
4.	Number of ECTS credit points which are allocated for assisted work	2,0					1,3					ECTS
5.	Number of hours of a student's un- assisted work	49					67					h
6.	Number of ECTS credit points which a student receives for unassisted work	2,0					2,7					ECTS
7.	Work input connected with practical classes	33					33					h
8.	Number of ECTS credit points which a student receives for practical classes	1,3					1,3					ECTS
9.	Total number of hours of a stu- dent's work	100					100					h
10.	Punkty ECTS za modul <i>1 ECTS=25 hours</i>	4										ECTS

## LITERATURE

1. Bombol M. (2015), *Marketing for management and economics*, Warsaw School of Economics, Warsaw.
2. Hittmar E., (ed.) (2016), *Management and marketing trends in theory and practice: scientific papers*, EDIS-Editing Centre University of Zilina, Zylina.
3. Lancaster G. (2011), *Essentials of marketing management*, Routledge Taylor & Francis Group, London and New York
4. Marketing Trends 2023: 9 Trends to Help You, <https://mediatool.com/blog/marketing-trends-2023>