

Code.....

Course item: ...

**1. INFORMATION ABOUT THE COURSE****A. Basic information**

Name of course	<b>Marketing</b>
Study level	<i>first degree</i>
Unit running the study programme	<i>Faculty of Management</i>
Study programme	<i>Management</i>
Speciality	
Name of teacher (s) and his academic degree	<i>Małgorzata Gotowska, PhD</i>
Introductory courses	
Prerequisites	<i>no prerequisites</i>

**B. Semester/week schedule of classes**

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
fall, spring		30					4

**2. EFFECTS OF EDUCATION** (acc. to National Qualifications Framework)

Knowledge	<i>on successful completion of the course student is supposed to identify contemporary marketing issues related to product, production, selling, branding, buyer behaviour, marketing management and marketing strategies.</i>
Skills	<i>on successful completion of the course student is supposed to examine the implications for developing marketing strategies.</i>
Competences	<i>on successful completion of the course student is supposed to make conscious decisions related to domestic and international marketing strategies</i>

**3. TEACHING METHODS**

<i>multimedia lecture, discussion, method of cases, team work</i>
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**4. METHODS OF EXAMINATION**

<i>exam, colloquium, project, short paper</i>
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**5. SCOPE**

Lectures	<i>The course focuses on globalization and technology as pivotal aspects which influenced marketing of most organizations and intensified competitiveness among them. Marketing involves serving and satisfying customers. Students will learn that in market-driven organizations, every employee participates in some aspect of marketing. Lectures will outline evolution of marketing including orientation on: Product, Production, Selling, Relationship marketing, Business, Social marketing and Branding. Moreover, the course will elaborate marketing strategies, buying behaviour and marketing management. Marketing research and application of modern technologies will be also discussed.</i>
Classes	<i>During classes students will learn as future marketers' responsibility for the hypothetical Marketing Management Process which involves: 1) analyzing market threats and opportunities and assessing competitive advantage 2) developing marketing objectives and strategies that fit the constraints of corporate and business-level strategies, and 3) monitoring and controlling the strategic marketing program over time. This course focuses on developing the</i>

	<p>marketer as a strategic thinker and strategy-maker. Specifically, this course examines the relationships 1) among corporate, business-level, and marketing strategies 2) between marketing strategy and the strategic environment and 3) between marketing and the other functional areas, such as R&amp;D, production, logistics, finance. The course is structured on the analytical and decision-making processes involved in formulating and implementing a strategic marketing exercises for a given product-market entry.</p>
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## 6. LITERATURE

Basic literature	<p>Boyd, H.W., Walker, O.C., Larreche, J.C., 2002. <i>Marketing Management: A Strategic Decision-Making Approach (5th Edition)</i> New York. Irwin McGraw-Hill.</p>
Supplementary literature	<p>Hartley, R.F., 1998. <i>Marketing Mistakes and Successes (9th Edition)</i> New York. John Wiley &amp; Sons, Inc.</p> <p>Dillon W.R., Madden T.J., Firtle N.H., 1993. <i>Essentials of marketing research</i>, Irwin.</p> <p>Westwood J., 2002. <i>The marketing plan: a step-by-step guide</i>. John Westwood, 3rd Edition.</p>