

COURSE DESCRIPTION**HIGHER VOCATIONAL STATE SCHOOL IN WLOCLAWEK**

Course: Marketing

Field of study:	Management						Course Code:
Unit supervising the course:	Department of Management						
Course orientation:	practical						
Language of instruction:	English						
Course type:	core subject						
Course status:	Obligatory						
Cycle: 1st	Year: 1st			Semester: 1st			
The number of teaching hours on the full-time programme:							
Total	lectures	classes	laboratory	projects	seminars	practicum	
20	10	10					
Learning outcomes:			<p>Knowledge:</p> <ul style="list-style-type: none"> • Student has got basic knowledge of management sciences and their ties with other social sciences, especially concerning the links to other economics-oriented sciences such as economy and finance • Student identifies the relationship between economic entities and other social institutions within the national and international scope • Student knows the types of social, organisational and economic relationships existing within and between economic entities in their respective economic backgrounds <p>Skills:</p> <ul style="list-style-type: none"> • Student can correctly interpret economic, social, legal and technological phenomena occurring in the course of managing an economic entity • Student is capable of using appropriate methods and tools for the purpose of anticipating the effects of economic and social processes taking place within economic entities • Student can formulate problems, suggest possible solutions and their implementation within the scope of managing an economic entity • Student is capable of describing, interpreting and analysing economic and social phenomena pertaining to economic entities or their systems • Student can write typical writings and speeches in Polish within the scope of economic entity activity 				

	<p>Social Competences:</p> <ul style="list-style-type: none"> • Student can set priorities with regard to the tasks at hand • Student can participate in projects of various kind, while being able to explain the economics and management-related issues of such undertakings 		
<p>Full description of the course:</p>	<p><u>Lecture</u></p> <ol style="list-style-type: none"> 1. The foundations of marketing: the evolution of the concept of marketing, the role of marketing in the company operations 2. Marketing orientation of companies 3. Market segmentation, segmentation criteria, selecting the target market 4. Planning and marketing environment 5. The instruments of marketing 6. Marketing strategies with regard to products, prices, distribution channels and promotions 7. Marketing information system and research 8. The concept, classification and function of marketing research 9. Organising marketing research in companies 10. The phases of marketing research (formulating research subject, designing research) 11. Sample selection procedure 12. The structure of research instruments 13. Primary and secondary market research (direct and indirect research) 14. Data interpretation and analysis, the principles of preparing a final report on marketing research, evaluating the results obtained <p><u>Classes:</u></p> <ol style="list-style-type: none"> 1. The instruments of marketing- groupwork, individual work (e-learning) 2. Formulating research goals on the basis of information needs- groupwork, individual work (e-learning) 3. The structure of research instruments –groupwork, individual work(e-learning) 4. Sample selection for research purposes- groupwork, individual work(e-learning) <p>Marketing research project blueprint- team project</p>		
<p>Methods:</p>	<p><u>Lecture:</u></p> <ol style="list-style-type: none"> 1. Multimedia presentation lecture 2. E-learning lecture <p><u>Classes:</u></p> <ol style="list-style-type: none"> 1. Project classes 2. Groupwork- case studies (select topics) in writing and orally e-learning exercises- individual work and case studies 		
<p>The student's workload/ ECTS credits:</p>	<p>Type of Activity</p>	<p>Average number of hours</p>	
		<p>Lectures</p>	<p>Active Forms</p>
	<p>Contact Hours</p>	<p>23</p>	<p>23</p>
	<p>Self-study</p>	<p>44</p>	<p>60</p>
	<p>1. Preparation for classes</p>	<p>20</p>	<p>20</p>
	<p>2. Preparation for tests</p>	<p>24</p>	<p>20</p>

	3. preparation for discussion	0	20
	Total	67	83
	ECTS credits for this type of activity	2,7	3,3
	ECTS credits for the course	6	
The type and mode of obtaining the credit and marking criteria or requirements:	<ul style="list-style-type: none"> • Lecture – graded credit • Classes – graded credit Credit-obtaining criteria: Lecture- test in writing at the end of the semester (multiple choice tasks and open-ended questions) Classes: satisfactory attendance, active participation in classes, continuous assessment based on analyses conducted by students; a project spanning the entire semester		
Literature:	Prescribed reading: <ul style="list-style-type: none"> – P. Kotler, Marketing, Poznań. 2005 – R.J. Kaden, Badania marketingowe, PWE, Warszawa 2008. – S. Kaczmarczyk – Badania marketingowe. Metody i techniki. Wydanie III zmienione. PWE, Warszawa 2003. – Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek - Łopacinska, PWN Warszawa 2005 – 3. Z. Kedzior, K. Karcz, Badania marketingowe w praktyce - seria: Marketing bez tajemnic, PWE Warszawa 2001 Recommended reading: <ul style="list-style-type: none"> – Z. Kędzior, K. Karcz, Badania marketingowe w praktyce, PWE, Warszawa 2007 – K. Mazurek-Łopacinska, Badania marketingowe. Teoria i praktyka, PWN, Warszawa 2005. – D. Maison, A. Noga - Bogomilski, Badania marketingowe. Od teorii do praktyki. Gdanskie Wydawnictwo Psychologiczne, Gdansk 2007 G. A. Churchill – Badania marketingowe. Podstawy metodologiczne. Wydaw. Naukowe PWN Warszawa 2002.		