



Field of study:

Psychology

Subject: Modern marketing strategist's toolbox

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Modern marketing strategist's toolbox

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
exercises	24		credit with mark
Total	24	5	

Aims of teaching

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Marketing Semiotics (basic). Brand Positioning (basic). Market Mapping (basic). Business oriented group problem solving (basic).	Ps_WG07_Mgr Ps_WG12_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Having basic marketing strategy skills. Finding new relevant data in open sources. Selecting only the most relevant data in the situation where there is an overabundance of it. Finding patterns and structures in the data.	Ps_UU01_Mgr
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Ability to self-present as a competent, well-composed professional.	Ps_KK01_Mgr Ps_KK04_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Introduction to marketing strategy techniques	exercises	3 / 3
2	Diagnosing strategic problems.	exercises	3 / 3
3	Brand Positioning	exercises	3 / 3
4	Cultural Foresight	exercises	3 / 3
5	Segmentations - introduction & cases	exercises	3 / 3
6	Segmentations - market mapping	exercises	3 / 3

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
7	Group Problem Solving techniques in marketing.	exercises	3 / 3
8	Semiotics - introduction & cases.	exercises	3 / 3

Conditions of completion

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Presence in classes	34
Class work	33
Project	33

Teaching methods

- case studies
- workshops
- presentations

Reading (compulsory)

- Lack of literature

Reading (additional)

- Sherrington M. . The Alchemy of brand-led growth. 2003
- Mark Markaret. Pearson Carol S. . The Hero and the Outlaw. 2001
- Holt, D; Holt, C.. Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands 2010

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Ps_WG07_Mgr Ps_WG12_Mgr	1 2 3 4 5 6 7 8	Ability to work in the team and hold discussion Case studies
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Ps_UU01_Mgr	1 2 3 4 5 6 7 8	Activity during the lectures and exercises
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Ps_KK01_Mgr Ps_KK04_Mgr	2 6 7 8	Ability to work in the team and hold discussion Activity during the lectures and exercises