



Field of study:

Management

Subject: Marketing

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Marketing

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
Total	30	7	

Aims of teaching

Purpose of education: Familiarizing students with the basic concepts related to marketing and global trends which are linked to marketing strategies of companies

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Knows the basic of marketing management, including advertising, branding, product life cycle etc.	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG03_Lic Zarz_WG05_Lic Zarz_WG09_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	To develop marketing mindset	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW11_Lic Zarz_UK01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	To enhance the ability to communicate clearly the marketing content in an ethical way	Zarz_KK01_Lic Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO01_Lic Zarz_KO04_Lic Zarz_KR01_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Marketing trends	lectures	5 / 5
2	Basic marketing concepts	lectures	6 / 6
3	Services marketing	lectures	4 / 4

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
4	Business Models	lectures	2 / 2
5	Marketing research and market intelligence	lectures	2 / 2
6	Sales vs Marketing Leads and Lead generation	lectures	1 / 1
7	Marketing services and experiences	lectures	1 / 1
8	Complaint management and Word-of-mouth marketing	lectures	2 / 2
9	Marketing control	lectures	1 / 1
10	Advertising and publicity	lectures	4 / 4
11	Marketing tools	lectures	2 / 2

Conditions of completion

LECTURES

TYPE OF CREDIT

CREDIT INFLUENCE (IN %)

Lack of definite importance.

Teaching methods

- case studies
- discussion in the class
- groups discussion
- groups discussion

Reading (compulsory)

- Karl Moore. Marketing: The Basics 2010

Reading (additional)

- Lack of literature

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	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG03_Lic Zarz_WG05_Lic Zarz_WG09_Lic	1 2 3 4 5 6 7 8 9 10 11	Ability to work in the team and hold discussion
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	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW11_Lic Zarz_UK01_Lic	1 2 3 4 5 6 7 8 9 10 11	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	Zarz_KK01_Lic Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO01_Lic Zarz_KO04_Lic Zarz_KR01_Lic	1 2 3 4 5 6 7 8 9 10 11	Activity during the lectures and exercises