UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Field of study:

Management

Subject: Advanced marketing and advertising tools

Level of study: graduate studies
System of study: Full-time
Profile of studies: general academic
Subject: Advanced marketing and advertising tools

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	35		exam
exercises	15		credit with mark
Total	50	6	

Aims of teaching

1. To familiarise students with the theory of advanced marketing and the theory of advanced advertising as used in the management of businesses.

2. To familiarise students with practical applications of advanced marketing and advertising tools.
3. To teach students how to apply theoretical knowledge into practical case studies on advanced marketing and advertising.

Intended learning outcomes

	KNOWLEDGE	
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_W1	The student knows and understands the role of marketing and advertising in the modern business management of an enterprise.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr
P_W2	The student knows and understands advanced marketing and advertising tools that a company can use in the process of strategic market management.	Zarz_WG05_Mgr Zarz_WG08_Mgr Zarz_WG10_Mgr
P_W3	The student possesses the knowledge regarding the ethical and social context, consequences and challenges of applying marketing and advertising tools to managerial process in the local, international and global context.	Zarz_WG03_Mgr Zarz_WK01_Mgr Zarz_WK02_Mgr Zarz_WK05_Mgr

	SKILLS	
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_U1	The student is able to apply theoretical knowledge of marketing and advertising tools into practical business cases in local, international and global context.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr Zarz_UW07_Mgr Zarz_UW08_Mgr Zarz_UO01_Mgr
P_U2	The student is able to recognize, define and build potential solutions (individually and in the group) to solve advanced marketing and advertising case studies in local and international context.	Zarz_UW03_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK02_Mgr

	SOCIAL COMPETENCES	
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_K1	The student is able to effectively and efficiently work in the team to solve complex marketing and advertising case studies and problems.	Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr

SOCIAL COMPETENCES

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K2	The student is able to add value to the discussion by using the acquired knowledge and is able to critically evaluate the added value of different solutions by using appropriate argumentation towards the team.	Zarz_KK01_Mgr Zarz_KO01_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr
P_K3	The student is able to think and act in ethical way and to support it with the right argumentation while acting individually and in the team.	Zarz_KO05_Mgr Zarz_KO06_Mgr Zarz_KR03_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Place and role of marketing in different types of organizations.	lectures	3 / 3
2	Strategic marketing management process.	lectures	3 / 3
3	Marketing as the element of value creation in the enterprise.	lectures	3 / 3
4	Advanced marketing process – basics of advanced brand management.	lectures exercises	5 / 8 3 / 8
5	Advanced marketing analysis – in preparation, implementation and control of marketing and business strategy.	lectures exercises	6 / 12 6 / 12
6	Advanced marketing analysis (advanced brand condition analysis, segmentations, portfolio analysis, marketing audit and advertising audit).	lectures exercises	5 / 11 6 / 11
7	Marketing in digital economy.	lectures	4 / 4
8	Big data and its influence on strategy, marketing and advertising.	lectures	3 / 3
9	Marketing and advertising process - how AI, neurobiology and psychology are changing modern marketing and advertising.	lectures	3 / 3

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exercises final credit	100

Teaching methods

- Assignments and individual work
- Discussion
- Lectures with multimedia presentations
- Case studies

Reading (compulsory)

- Kotler Philip. Marketing Management - Planning, Implementation and Control 2006
- Kotler Philip. Principles of marketing 2012
- Temporal Paul. Advanced Brand Management 2010
- Aaker David. Managing Brand Equity 2010 and newer

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_Mgr Zarz_WG02_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr	1 2 3 4 5 6 7 8 9	exam
P_W2	Zarz_WG05_Mgr Zarz_WG08_Mgr Zarz_WG10_Mgr	1 2 3 4 5 6 7 8 9	exam case studies disuscussions
P_W3	Zarz_WG03_Mgr Zarz_WK01_Mgr Zarz_WK02_Mgr Zarz_WK05_Mgr	2 3 4 5 6 7 8 9	exam case studies disuscussions
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_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr Zarz_UW07_Mgr Zarz_UW08_Mgr Zarz_UO01_Mgr	4 5 6 7 8 9	exercises pass test case studies and class discussions
P_U2	Zarz_UW03_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK02_Mgr	4 5 6 7 8 9	assignments and 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
SOCIAL COMPETENCES			

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_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr	4 5 6	assignments
P_K2	Zarz_KK01_Mgr Zarz_KO01_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr	4 5 6	ability to lead and participate in the discussion case studies
P_K3	Zarz_KO05_Mgr Zarz_KO06_Mgr Zarz_KR03_Mgr	5 6	case studies discussion