

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: Principles of marketing	2. Course code: Number of ECTS credits: 4 Course completion mode: Course commenced / Year 19/20
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3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:
 Lecture: Prof. Justyna Matysiewicz, Ph.D.
Examiner: Prof. Justyna Matysiewicz, Ph.D.

6. Department of course instructor: Department of Consumption Research

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	14	
classes	14	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	28	
examination (hours)	3	

8. Course timeframe - no. of semesters: ...1

Course commencement / Year 2019/20...

Course commencement / Semester ...S

9. Level of tertiary education: BA

10. Course status
 X Compulsory for the major IB...

11. Course prerequisites
 Compulsory: Economics
 Recommended:

12. Course objectives:
 The aim of the course is to present and explain the main problems and concepts related to marketing as well as the principles and techniques of marketing activities in the enterprise.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis and group discussion	The case study method is used to illustrate related marketing problems, students work in groups of 2-3.	14	
2.	Interactive lectures	Lectures are provided in an interactive way	14	
Total			AS:28	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study assessment preparation	Students prepare 7 marketing related case studies	40	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	32	
Total			BS:72	BN:

Total AS+BS = ...100....

Examination (E) = ...0....

Total AS+BS+E= ...100....

Total AN+BN =

Examination (E) =

Total AN+BN+E =

14. Key words: service, marketing, international markets

15. Course content:

1. The concept of marketing and its place in the functioning of an enterprise.
2. Main concepts of marketing activity of enterprises - classic and contemporary approach.
3. STP - main assumptions and implementation principles (segmentation, selection of the target market, positioning)
4. Marketing mix programming - marketing system - different approaches - Marketing product - product definition and structure; product life cycle concept; product management in individual product life phases; the role of packaging; brand essence, types of brand strategy; development of new products, - Price policy - objectives of using price as a dependent variable, price and demand analysis and enterprise income; pricing methods; selected pricing strategies and discount distribution - the concept of distribution channel, types of distribution; procedure of choosing distribution channels and criteria for choosing distributors - Promotion - stages of building effective communication, conditioning of promotional decisions of enterprises; mix promotion ingredients

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB1_K02#	1. Knows and understands the fundamental dilemmas of modern civilization and their consequences for marketing activities of enterprises 2. Knows and understands relations between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and	Exam Exam	Answers on the given questions/test Answers on the given

IB1_K05#	multicultural context. Has advanced knowledge of the standards and principles of marketing activities conditioning structures, management strategies and the functioning of social institutions embedded in an international context 3. Knows and understands the basic principles, conditions and forms of conducting marketing activities embedded in an international context.	Case study	questions/test
IB1_K07#			Answers on the given problems in written/report
<u>Skills</u>			
IB1_S010#	Is able to use knowledge about cultural diversity in the context of marketing activities and to use diverse and innovative tools to support relationship building and effective individual and team work in a multicultural environment.	Case study	Answers on the given problems in written /report
<u>Social competences</u>			
IB1_C05#	1. . Is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of marketing decisions and actions taken by employees of various types of organizations in different cultural conditions. He is ready for social interaction, has the ability to adapt to a working group, takes on various team roles. 2. Is ready to perform responsible professional roles. Is aware of the need for lifelong learning and prepared for continuous professional development. Identifies, assesses and solves problems related to professional work, is able to identify unethical, immoral and unprofessional aspects and act to comply with applicable legal and ethical standards.	Case study and presentation	Answers to problem in the form of a presentation
IB1_C06#		To write a report	Report

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Case study	Answers to the given, problematic questions	50%
2.	Test without access to the textbook	The theory of marketing	40%
3.	Discussion in class	Work in groups and oral presentation	10%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

Ph.Kotler, G. Armstrong : Principles of Marketing. Wyd. Prentice Hall, 2018

Suggested readings:

R. Kerin, S. Hartley, W. Rudelius: Marketing. Wyd. McGraw-Hill Higher Education, 2012.

19. Language of instruction: English

20. Course instructors' recommendations: