

## COURSE DESCRIPTION CARD

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

**1. Course title:**  
**Marketing Management**

**2. Course code:**  
Number of ECTS credits: 4  
Course completion mode:  
Course commenced / Year 2019/2020

**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	28	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	42	
examination (hours)	3	

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

Course commencement / Year 2019/2020...

Course commencement / Semester ...W

**9. Level of tertiary education:** Master

**10. Course status**  
X Compulsory for the major  
International Business

**11. Course prerequisites**  
Compulsory: Marketing,  
Recommended: Principles of management

**12. Course objectives:** The aim of the course is to present problems and concepts regarding marketing management as well as principles and techniques of conducting marketing management activities in an 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.	28	
2.	Interactive lectures	Lectures are provided in an interactive way	14	
Total			AS:42	AN:

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study preparation	Students prepare 7 marketing related case studies	13	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	30	
3	Report preparation		15	
Total			BS:58	BN:

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

Examination (E) = ...3....

Total AS+BS+E= ...103....

Total AN+BN = .....

Examination (E) =.....

Total AN+BN+E = .....

**14. Key words:** marketing, management, international markets, marketing plan

**15. Course content:**

1) Introduction to marketing management 2) Management in the area of marketing system 3) The concept of marketing management 4) Strategic and operational dimension of marketing 5) The process and functions of marketing management 6) Analysis of the marketing situation of the enterprise 7) Formulation of the goals and market strategy of the enterprise 8) Type marketing STP 9) Marketing planning 10) Organization of marketing. 11) Control of marketing activities

**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>			
IB2_K02#	1. Knows and understands in depth selected theories explaining functioning in marketing management. Has in-depth knowledge of the location of theoretical foundations of marketing management in relation to the system of social sciences and other sciences.	Consulting report	Answers on the given questions
IB2_K05#	2. Knows and understands the main development trends in the field of marketing management and within the paradigms and cognitive approaches used in organizational and management sciences.	Exam	Answers on the given questions/test

<u>Skills</u>			
IB2_S01#	1. Is able to use in-depth marketing knowledge in the process of formulating and innovative solving complex, unusual problems in the area of national and international socio-economic processes. 2. Is able to apply the acquired theoretical knowledge in the field of marketing management and related academic disciplines to analyze and assess the situation of entities operating on domestic and international markets. Is able to create advanced marketing strategies and management implications and communicate them to the environment in the form of their own oral and written statements as well as during debates and discussions.	Case study, consulting report	Answers on the given problems in written /report
IB2_S02#			
<u>Social competences</u>			
IB2_C02#	1. Is willing to understand the meaning of gathered knowledge on marketing management in solving practical problems and is ready to search for professional opinions of experts in the field.	Consulting report and presentation	Answers to problem in the form of a presentation /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	30%
2.	Test without access to the textbook	The theory of marketing	35%
3.	Consulting report	Work in groups and oral presentation	25%
4	Discussion in class	Being active	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:

Mullins J., Walker O.: Marketing Management: A Strategic Decision-Making Approach, McGraw-Hill/Irwin, USA, 2018.

Kenneth E. C., Baack D.E : Cases in Marketing Management (The Ivey Casebook Series). , Sage, UK, 2018.

#### Suggested readings:

R. Kerin, S. Hartley, W. Rudelius: Marketing. McGraw-Hill Higher Education, 2016

### 19. Language of instruction: English

### 20. Course instructors' recommendations: