COURSE DESCRIPTION CARD

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

1. Course title: in Polish / in English Marketing	**2.** Course code: Number of ECTS credits: 3 Course completion mode: Course commenced / Year …

3. Major: Management

4. Department of major coordinator:

5. Name of course instructor: Lecture 15… Classes… Lab classes …
Examiner Justyna Matysiewicz

6. Department of course instructor: Consumer Research

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	15	
examination (hours)		

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2021/22

Course commencement / Semester …

9. Level of tertiary education: Bachelor	**10.** Course status □ Compulsory for the major… □ Compulsory for the specialization … X Elective …

11. Course prerequisites
Compulsory: non
Recommended: non

12. Course objectives: The purpose of this course is to develop basic knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for management decision-making and as a framework for analyzing business situations.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures are provided in an interactive way	7	
2.	Case study	The case study method is used to illustrate related marketing problems, students work in groups of 2-3.	8	
3.				
…				
Total			AS:15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study assessment preparation	Students prepare 5 marketing related case studies	30	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	30	
3.				
…				
Total			BS: 60	BN:

Total AS+BS = 75…….
Examination (E) = …….
Total AS+BS+E= 75…….

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Key words: Market, marketing, product, marketing mix, customer

15. Course content:

1. The concept of marketing and Process
2. Understanding the Marketpalce and Customer Value
a. Analysing the marketing Environment
b. Managing Marketing Information
c. Consumer and Business Markets
3. Designing a Customer Value-Driven Startegy and Mix
a. Customer-Driven Marketing Startegy
b. Building Customer Value
c. New Product Development and PLC
d. Pricing
e. Marketing Channels
f. Retailing and Wholesaling

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
	Knowledge		
IB1_K01 IB1_K05	1. Student can describe basic marketing concepts, 2. Demonstrate the ability to justify marketing activity of the firms …	Dissuasions, report preparation Case studies,	Report Examples of case studies, reports
	Skills		
IB1_S02 IB1_S04	1. Student has a skill to state the role and functions of marketing 2. Student can apply the introduced conceptual theory to marketing contexts	Case studies, report perpetration Case study, dissuasion	Examples of case studies, reports Examples of case studies,
	Social competences		
IB1_C05	1. Student is prepared to acquire and enhance business and marketing knowledge on his/her and is able to work in the team …	Case study, dissuasion	Examples of case studies,

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.	Report presentation	Presenting a comprehensive solution to a selected problems on written forms	45%
2.	Case study preparation	Presenting a comprehensive solution to a selected case study as well as further discussion questions	45%
3.	Dissuasion during the classes	Taking active part in group work and discussions	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: Principle of Marketing Prenhall

Suggested readings: S. Ganassali, J. Matysiewicz: Echoing the golden legends: storytelling archetypes and their impact on brand perceived value, October 2020, Journal of Marketing Management

19. Language of instruction: english
20. Course instructors' recommendations: