



## DESCRIPTION OF THE SUBJECT

<b>FIELD OF STUDY</b>	<b>Management</b>
<b>SPECIALISATION</b>	all
<b>MODE OF STUDY</b>	Full-time / Part-time
<b>SEMESTER</b>	3

<b>Name of the subject</b>	<b>Marketing</b>
<b>Hourly dimension of particular forms of classes</b>	Full-time studies – 30 Part-time studies – 30
• - lectures	Full-time studies – 15 Part-time studies – 15
• - other forms	Full-time studies – 15 Part-time studies – 15

<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>– To acquaint students with the essence and significance of marketing for the development of tourist and recreational enterprises</li> <li>– Presentation of the basic principles of marketing strategies and marketing-mix tools for use in the management of tourism and leisure enterprises</li> </ul>
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<b>Learning outcomes for the subject</b>			
<b>Number</b>	<b>Learning outcomes, A student who has successfully completed the course will be able to:</b>	<b>Reference of learning outcomes for the programme</b>	<b>The reference to the learning outcomes for the area</b>
<b>EK_W01</b>	apply knowledge of marketing, with particular reference to marketing tools and procedures for creating a marketing offer and directing it at the selected target market	EK_W01	P6S_UW
<b>EK_W02</b>	identify and research customer needs and design a marketing proposal for them	EK_W05 EK_W12	P6S_UW P6S_WK
<b>EK_U03</b>	analyse the behaviour and action of entities performing marketing tasks and shaping the marketing offer in selected areas of market activity	EK_U06 EK_U08	P6S_UW
<b>EK_U04</b>	take actions to shape positive relations with entities from the marketing environment, using an appropriate composition of marketing tools	EK_U14	P6S_UO
<b>EK_K05</b>	formulate a marketing action plan and identify ways to verify it	EK_K08 EK_K09	P6S_KO P6S_KR

<b>Content number</b>	<b>Educational/ curricular content</b>	<b>Reference to learning</b>
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		outcomes for the subject
	<b>Lectures/exercises</b>	
<b>T_01</b>	Essence and concept of marketing; Marketing in enterprise management; Fundamentals of marketing concept; Evolution of marketing orientation; Marketing management process; Place and role of marketing department in an organization	EK_W01 EK_W02
<b>T_02</b>	Strategic planning process and its importance for the company's development; Strategies for the company's development; Marketing environment; SWOT and PEST/SLEPT analysis; Competition analysis; Process of formulating marketing objectives and strategies; Marketing plan - diagnosis - objectives, budget and schedule of activities	EK_W01 EK_W02 EK_U04
<b>T_03</b>	Buyer behaviour; Buyer in marketing strategy; Elements of buyer knowledge; Subjects and their roles in the buying process; Elements of consumer behaviour model; Decision-making process for purchase; Rogers model of acceptance of a new product by buyers; Essence and criteria of market segmentation; Market segmentation procedure	EK_W01 EK_W02 EK_U03 EK_K05
<b>T_04</b>	The concept and essence of the product; Product structure (levels, elements, hierarchy); Classification of products (criteria and divisions); The essence of a brand; Benefits of using a brand for buyers and sellers; Features of a good brand name; Brand strategies Elements, types and functions of packaging; Required product information; Product life cycle (market); Shaping the assortment (product - mix) - BCG portfolio analysis; Stages of new product development (pre-market cycle);	EK_W01 EK_W02 EK_U03 EK_U04 EK_K05
<b>T_05</b>	Essence and formulae of price calculation; Objectives of pricing strategies; Pricing strategies; Life cycle pricing; Pricing strategies	EK_W01 EK_W02
<b>T_06</b>	Marketing communication in the company with the environment; Promotion and methods of communicating with the market; Advertising - the use of particular advertising tools in the company; Public relation; Sponsoring	EK_W01 EK_W02 EK_U04
<b>T_07</b>	Distribution as a marketing mix tool; Distribution channels (consumer and industrial goods market); Streams in the distribution channel; Vertically integrated channels; Distribution strategies (intensive, selective, exclusive); Logistics activities - logistics costs	EK_W02 EK_U03 EK_U04
<b>T_08</b>	Controlling the effectiveness and efficiency of marketing - features, importance and methods.	EK_U04
<b>T_09</b>	Sources of information and marketing research system	EK_W01

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_09
Problem-based lecture	
Informative lecture	
Discussion	
Work with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_04 – T_09

Workshop method	
Project method	
Multimedia presentation	T_01
Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	T_02, T_03
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes					
Learning outcome	For the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5	
<b>EK_W01</b>	Student is not able to use the knowledge of marketing, does not know the tools of marketing and the procedures for creating a marketing offer and directing it to the selected target market.	Students will be able to apply their knowledge of marketing, know marketing tools and procedures for creating a marketing offer and directing it at a selected target market.	Students will be able to apply their knowledge of marketing, with particular emphasis on marketing tools and procedures for creating a marketing offer and directing it at a selected target market.	The student is able to define, present and show relations in marketing, with particular emphasis on marketing tools and procedures for creating a marketing offer and directing it to the selected target market	
<b>EK_W02</b>	The student does not know how to identify and research the needs of customers and prepare a marketing proposal for them	The student is able to identify and research customer needs and prepare a marketing proposal for them	The student is not only able to identify and research customer needs and prepare a marketing proposal for them, but also knows how to determine its impact on the enterprise and the external environment	The student is not only able to identify and research customer needs and prepare a marketing proposal for them, but also knows how to determine its impact on the enterprise and the external environment, and to indicate the negative aspects of marketing	
<b>EK_U03</b>	The student is not able to analyse behaviours and actions of entities performing marketing tasks and shaping the marketing offer in selected market areas.	The student is able to analyse the behaviour and activities of entities performing marketing tasks and shaping the marketing offer in selected market areas.	Students will not only be able to analyse the behaviour and actions of entities performing marketing tasks and shaping the marketing offer in selected market areas, but also to indicate their place in an integrated network of market relations	Students will not only be able to analyse behaviours and actions of entities performing marketing tasks and shaping marketing offers in selected market areas, but also to indicate their place in an integrated network of market relations and ways of strengthening the position of a marketing offer on the market	
<b>EK_U04</b>	The student is not able to propose and undertake activities for shaping positive relations with the subjects of marketing environment	The student is able to plan and undertake activities for shaping positive relations with the subjects of marketing environment.	The student is not only able to plan and undertake activities aimed at shaping positive relations with entities from the marketing environment, but also to diagnose and analyse them	The student is not only able to plan and undertake activities aimed at forming positive relations with entities from the marketing environment, but also to diagnose and analyse them and formulate marketing strategies	
<b>EK_K05</b>	The student is not able to formulate a marketing action plan and identify ways of its verification.	The student is able to formulate a marketing action plan and specify ways of its verification.	The student is not only able to formulate a marketing plan and specify the means of its verification, but also knows the connections and consequences of the marketing plan for other areas of enterprise activity	The student is not only able to formulate a marketing plan and specify the means of its verification, but also knows the links and consequences of the marketing plan for other areas of enterprise activity and is able to analyse	

				internal and external risk and uncertainty factors
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Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written test	X	X	X	X	X
Oral exam					
Written credit	X	X	X	X	X
Oral credit					
Written colloquium					
Oral colloquium					
Test					
Project					
Written work					
Report					
Multimedia presentation	X	X	X	X	X
Work during exercises	X	X	X	X	X
Other (which ones?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	15	15
2. Other forms (joint participation of academic staff and students)	15	15
3. Consultation with the teacher	10	10
<b>Total 1+2+3</b>	<b>40</b>	<b>40</b>
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	35	35
<b>Total 4+5</b>	<b>35</b>	<b>35</b>
<b>SUMMARY 1+2+3+4+5</b>	<b>75</b>	<b>75</b>
<b>Total ECTS credits according to the study plan</b>	<b>3</b>	

<b>Reference literature</b>	Ph. Kotler, <i>Marketing. Analiza, planowanie, wdrażanie i kontrola</i> , Gebethner i Ska, Warszawa 2013. J. Altkorn, <i>Podstawy marketingu</i> , Instytut Marketingu Kraków 2014.
<b>Complementary literature</b>	I.P. Rutkowski, <i>Strategie produktu. Koncepcje i metody zarządzania ofertą produktową</i> , PWE, Warszawa 2011. H. Mruk, B. Pilarczyk, H. Szulce, <i>Marketing. Uwarunkowania i instrumenty</i> , Wyd. UEP, Poznań 2007. H. Mruk, B. Pilarczyk, M. Sławińska, <i>Marketing koncepcje strategie trendy</i> , Wyd. UEP, Poznań 2012.