



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Accounting and finance in the company
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	5

Name of the subject	Marketing in trade and services
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies – 18
• lectures	Full-time studies – 10 Part-time studies – 8
• other forms	Full-time studies – 20 Part-time studies – 10

Learning objectives:	<ul style="list-style-type: none"> – to present marketing as one of the main factors of competitive advantage of an enterprise – to present the main tools for using marketing in company management – to identify and evaluate the main merchandising techniques on buyer behaviour
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Learning outcomes for the subject	
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Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	has basic knowledge of social relations within an organisation and of the relations between an organisation and its stakeholders	K_W04	P6S_WG
EK_W02	has basic knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, identifies internal and external factors conditioning human behaviour in an organisation	K_W05	P6S_WG
EK_U03	knows the general principles for the creation and development of forms of individual entrepreneurship using the knowledge from the fields of science and scientific disciplines relevant for management including the law on freedom of economic activity, commercial law, civil law, tax law, labour law	K_W11	P6S_WG
EK_U04	can make efficient use of available sources of information and has the ability to prepare typical decision-making analyses concerning the functioning of an enterprise	K_U07 K_U08	P6S_UW
EK_K05	be able to participate in a group preparing social projects, taking into account legal, economic and political aspects	K_K05	P6S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures	
T_01	Characteristics of the trade sector in Poland	EK_W01
T_02	Merchandising - marketing in a retail company	EK_W02
T_03	Basic merchandising techniques	EK_W01; EK_W02;
T_04	Trade technology - the main elements	EK_W01 EK_W02
T_05	Marketing strategy of a trading company	EK_W01 EK_W02
	Exercises	
T_06	Evaluation of Processes occurring in Trade in Poland - Analysis and Discussion	EK_U03 EK_U04 EK_K05
T_07	Identification of the main marketing activities in trade and services	EK_U03 EK_U04 EK_K05
T_08	Analysis of merchandising techniques used in trade and service companies	EK_U03 EK_U04 EK_K05
T_09	Evaluation of marketing activities and merchandising techniques of selected enterprises - Project presentations	EK_U03 EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	
Problem-based lecture	
Informative lecture	T_01 – T_05
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_06 – T_09
Workshop method	
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student does not have basic knowledge about social relations within the organisation and relations between the organisation and its stakeholders.	The student has basic knowledge about social relations within the organisation and about relations between the organisation and its stakeholders.	The student has good knowledge of social relations within the organisation and of relations between the organisation and its stakeholders.	The student has very good knowledge of social relations within the organisation and of relations between the organisation and its stakeholders.
EK_W02	Students do not have basic knowledge about man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, they are not able to identify internal and external factors conditioning human behaviour in organisations	Students will gain basic knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations; they will be able to identify internal and external factors conditioning human behaviour in an organisation.	Students will have a good knowledge of man, in particular as a subject of economic relations and the principles determining his role in the functioning of economic organisations, they will be able to identify well the internal and external factors conditioning human behaviour in organisations	The student has very good knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, he is able to identify internal and external factors conditioning man's behaviour in organisations
EK_W03	Students do not know methods and tools to recognise, diagnose and solve problems of human, material, financial and information resources management	Students know basic methods and tools for recognising, diagnosing and solving problems of human, material, financial and information resources management	The student is well acquainted with methods and tools of recognizing, diagnosing and solving problems of human, material, financial and information resources management	The student knows very well the methods and tools to recognize, diagnose and solve problems of human, material, financial and information resources management
EK_U04	Student is not able to propose solutions to problems occurring in the enterprise as a consequence of economic decisions taken	Students can, to a basic level, propose solutions to problems occurring in enterprises as consequences of economic decisions taken	The student is able to good propose solutions to problems occurring in the enterprise as a consequence of taken economic decisions.	Students can to a very good extent propose solutions to problems occurring in enterprises as consequences of economic decisions taken.
EK_U05	The student is not able to think and act in an entrepreneurial way, is not creative and does not take into account the need for sustainable development in relation to economic entities	The student is able to think and act in a basic entrepreneurial way, is creative and takes into consideration the need of sustainable development in relation to economic entities	The student is able to think and act in an entrepreneurial way, is creative and takes into consideration the need of sustainable development in relation to economic entities.	The student is able to think and act in a very good entrepreneurial way, is very creative and takes into account the need of sustainable development in relation to economic entities

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	W03	U04	K05
Written examination					
Oral examination					
Written credit					
Oral credit	X	X	X	X	X
Written colloquium					
Oral colloquium	X	X	X	X	X
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	B. Borusiak, Merchandising, AE, Poznań 2008 M. Sławińska, Kompendium wiedzy o handlu, PWN, Warszawa 2008
Complementary literature	U. Kałużna-Drewnicka, B. Iwankiewicz-Rak, Marketing w handlu, AE Wrocław 1999 M. Sławińska, E. Urbanowska-Sojkin, Marketing w zarządzaniu firmą handlową, PWE, Warszawa 1995 W. Wrzosek (red. nauk.), Strategie marketingowe, SGH, Warszawa 2001