



## DESCRIPTION OF THE OBJECT

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>FIELD OF STUDY</b> | <b>Management</b>                     |
| <b>SPECIALISATION</b> | Accounting and finance in the company |
| <b>MODE OF STUDY</b>  | Full-time studies / Part-time studies |
| <b>SEMESTER</b>       | 3                                     |

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| <b>Name of the subject</b>                             | <b>Marketing management and planning</b>         |
| <b>Hourly dimension of particular forms of classes</b> | Full-time studies – 30<br>Part-time studies - 18 |
| • <b>lectures</b>                                      | Full-time studies – 10<br>Part-time studies – 8  |
| • <b>other forms</b>                                   | Full-time studies – 20<br>Part-time studies – 10 |

|                             |  |
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| <b>Learning objectives:</b> | - presentation of modern concepts of management and marketing planning in enterprises. Classes in the form of lectures and exercises are designed to prepare students to perform managerial functions in manufacturing, trade and service companies.<br>- developing the ability to analyze and critically evaluate market conditions affecting the selection and implementation of enterprise development strategies. |
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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>                            | identify processes and functions in marketing business management. Know selected management methods, including analysing, planning, implementing and controlling activities  | K_W01<br>K_W05  | P6S_WG   |
| <b>EK_W02</b>                            | define contemporary marketing strategies, competition and cooperation between enterprises  | K_W08<br>K_W11  | P6S_WG<br>P6S_WK   |
| <b>EK_U03</b>                            | is able to use basic theoretical knowledge to prepare a basic marketing plan of an enterprise  | K_U03   | P6S_UW   |
| <b>EK_K04</b>                            | is able to think and act in an entrepreneurial way, is creative, but takes into account the need for sustainable development in relation to business entities. is able to independently acquire and improve knowledge of management and planning of enterprise activities and of the conditions of the macroeconomic environment | K_K09<br>K_K03  | P6S_KO<br>P6S_KK   |

| <b>Content number</b> | <b>Educational/ curricular content</b>   | <b>Reference to learning outcomes for the subject</b> |
|-----------------------|--|---|
|                       | <b>Lectures/Exercises</b>  |   |
| <b>T_01</b>           | The essence of marketing management of an enterprise - introduction to the subject. Process and functions of marketing management  | EK_W01  |
| <b>T_02</b>           | Analysis of macro and micro market environment of a company. Methods of analysing the market environment of a company. SWOT analysis. SPACE analysis. Scenarios of environment states. | EK_W01<br>EK_U03                                      |
| <b>T_03</b>           | Company mission. Analysis of company's internal resources. Determining the strategic position of the company.  | EK_W01<br>EK_U03                                      |
| <b>T_04</b>           | Planning of normative strategies, in different phases of the company's development.  | EK_W01<br>EK_U03                                      |
| <b>T_05</b>           | Characteristics of strategies of expansion, selective development, exploitation of position and/or withdrawal from the market.   | EK_W02<br>EK_U03<br>EK_K05                            |
| <b>T_06</b>           | The essence of marketing strategy. Place of marketing strategy in the hierarchy of enterprise development strategies. Classification of marketing strategies of the company.           | EK_W02<br>EK_U03<br>EK_K05                            |
| <b>T_07</b>           | Marketing plan of a company - formal arrangement and substantive contents.   | EK_W02<br>EK_U03<br>EK_U04                            |
| <b>T_08</b>           | Strategies of entering foreign markets. Forms of cooperation and concentration of companies.   | EK_W02<br>EK_U03                                      |
| <b>T_09</b>           | Monitoring of marketing activities of a company.   | EK_W02<br>EK_U03<br>EK_U04                            |

| <b>Methods and forms of teaching</b>                    | <b>Educational and curricular content</b> |
|---|---|
| Lecture with multimedia presentation of selected issues |   |
| Conversation lecture                                    |   |
| Problem-based lecture                                   |   |
| Informative lecture                                     | T_01 – T_09                               |
| Discussion  |   |
| Working with text                                       |   |
| Case study method                                       | T_09                                      |
| Problem-based learning                                  |   |
| Didactic/simulation game                                |   |
| Exercise method   | T_06, T_07, T_08                          |

|  |            |
|--|------------|
| 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”) | T_02 –T_05 |
| 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   |
| <b>EK_W01</b>   | The student is unable to identify processes and functions in marketing business management. Does not know any management methods   | Students will be able to name processes and functions of marketing business management and know selected methods of management, including analysing, planning, implementing and controlling activities | The student will not only be able to identify processes and functions in marketing business management, but also to discuss selected management methods  | Students will not only be able to identify processes and functions in marketing management of an enterprise, but also to discuss selected management methods, select the most optimal ones in a given market situation   |
| <b>EK_W02</b>   | The student is not able to define contemporary marketing strategies, competition and cooperation between enterprises   | Students will be able to define contemporary marketing strategies, competition and cooperation between enterprises   | Students will not only be able to define contemporary marketing, competition and cooperation strategies between enterprises, but also points to concrete examples of them  | Students will not only be able to define contemporary marketing, competition and cooperation strategies between enterprises, give examples of them, but also is able to evaluate them  |
| <b>EK_U03</b>   | Student cannot identify the basic elements of a marketing plan and briefly discuss them  | Student can identify elements of a marketing plan and give examples of them  | The student not only knows how to determine the elements of a marketing plan, but also is able to use theoretical knowledge for the preparation of a basic marketing plan of an enterprise   | The student not only knows how to determine the elements of a marketing plan, but also can use theoretical knowledge to prepare a detailed marketing plan for a sample enterprise  |
| <b>EK_K04</b>   | The student is not able to undertake activities in an entrepreneurial manner, is not creative, is not able to acquire knowledge of management and marketing planning independently | The student is sufficiently able to take entrepreneurial action, tries to be creative, can independently acquire knowledge of management and marketing planning  | The student is able to undertake activities in an entrepreneurial manner, is creative, is able to independently acquire and improve knowledge of management and marketing planning and the conditions of the enterprise environment. | Students will be able to take up activities in an entrepreneurial way, they will be creative, they will be able to gain and improve knowledge of management and marketing planning independently as well as decide on the choice of strategies and activities under concrete conditions of the enterprise environment. |

| Verification of learning outcomes | EK symbols for the module/subject |     |     |     |
|-----------------------------------|-----------------------------------|-----|-----|-----|
|                                   | W01                               | W02 | U03 | K04 |
| Written examination               |                                   |     |     |     |
| Oral examination                  |                                   |     |     |     |
| Written credit                    | X                                 | X   | X   | X   |
| Oral credit                       | X                                 | X   | X   | X   |

|                         |   |   |   |   |
|-------------------------|---|---|---|---|
| Written colloquium      |   |   |   |   |
| Oral colloquium         |   |   |   |   |
| Test                    |   |   |   |   |
| Project                 |   |   |   |   |
| Written work            |   |   |   |   |
| Report                  |   |   |   |   |
| Multimedia presentation |   |   |   |   |
| Work during exercise    | 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   | -                 | -                 |
| <b>Total 1+2+3</b>   | <b>30</b>         | <b>18</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) | 20                | 32                |
| <b>Total 4+5</b>   | <b>20</b>         | <b>32</b>         |
| <b>SUMMARY 1+2+3+4+5</b>   | <b>50</b>         | <b>50</b>         |
| <b>Total ECTS credits according to the study plan</b>                                      | <b>2</b>          |                   |

|                                 |  |
|---------------------------------|--|
| <b>Reference literature</b>     | 1. Ph. Kotler, Marketing, Wydawnictwo Rebis, Warszawa 2005,<br>2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2003   |
| <b>Complementary literature</b> | 1. H. Mruk (red. nauk.), Kompendium wiedzy o marketingu, PWN, Warszawa 2007<br>2. W. Wrzosek (red. nauk.), Strategie marketingowe, SGH, Warszawa 2001<br>3. R. Kłeczek, W. Kowal, J. Woźniczka, Strategiczne planowanie marketingowe, PWE, Warszawa 1996 |