

Doctor Anna Scheibe

adiunct in the Department of Economic Sciences

PROJECT

Syllabus for course 'Principles of Marketing'

on the study program: Management

I. General information

1. Name of education module:

Principles of marketing

2. Education module code:¹

PM (10-PM-z1-s; 10-PM-z1-n)

3. Type of module:

Obligatory

4. Program of studies:

Management

5. Level of studies :

First

6. Year of studies :

Third

7. Semester:

winter

8. Number of classes and hours:

Residential studies: 45 hours of lectures

Extramural studies: 28 hours of lectures

9. ECTS points:

5 ECTS

10. First and second name , degree, e-mail of the teacher:

a) Dr Anna Scheibe (scheibe@amu.edu.pl)

11. Language of course:

Polish

II. Detailed information

¹ Kod modułu (przedmiotu) z sytemu USOS.

1. Aim of the education module :

Acquiring the basic knowledge on marketing

2. Preliminary requirements in knowledge, skills and social competences:

- a) **Principles of microeconomics**
- b) **Principles of organization and management**
- c) **Lack of any special skills and social competencies**

3. Education effects In knowledge, skills and social competencies for the education module and a reference to education effects for the study program

Symbol of education effects ²	Having finished the module (course) and having passed the exam the student can:	Reference to education effects for the study program ³
PM_01	Is able to use the terminology of marketing	K_W01, K_U01, K_U06,
PM_02	Define a market, and segment it on the basis of selected criteria	K_W01, K_W04, K_W08, K_U02, K_U03, K_U05, K_U06, K_U07
PM_03	Chose a target group and position	K_W01, K_W04, K_W05, K_W08, K_W06, K_U02, K_U05, K_U06, K_U07
PM_04	Chose a right product strategy and manager a product assortment	K_W01, K_W04, K_W06, K_U02, K_U05, K_U06, K_U07
PM_05	Prepare price strategy and understand mechanism of price management	K_W01, K_W04, K_W06, K_U02, K_U05, K_U06, K_U07
PM_06	Chose the right way of distribution	K_W01, K_W04, K_W06, K_U02, K_U05, K_U06, K_U07
PM_07	Select tool of marketing promotion and be able to adjust it to the target group	K_W01, K_W04, K_W06, K_U02, K_U05, K_U06, K_U07
PM_08	Prepare a marketing strategy	K_W01, K_W04, K_W06, K_U02, K_U05, K_U06, K_U07

4. Education content:⁴

Name of educational module: Principles of marketing (PM)		
Symbol of education content ⁵	Description of educational content	Reference to education effects ⁶

² Kod modułu kształcenia, np. PK_01 (PK-kod modułu „Prawo karne” w USOS).

³ Efekty kształcenia dla kierunku studiów *Prawo* (np. K_W01, K_U01,...), gdzie: W – wiedza; U – umiejętności; K – kompetencje społeczne (wyszczególnione tylko w symbolach kierunkowych efektów kształcenia); 01, 02... – numer efektu kształcenia.

⁴ Zaleca się, aby, w zależności od modułu, liczba treści kształcenia zawierała się w przedziale: 5-10.

⁵ np. TK_01, TK_02.

⁶ np. PK_01 – kod modułu kształcenia wg tabeli w pkt. II.3 (kolumna pierwsza).

TK_01	The role of marketing in contemporary organization and marketing activities in new economy	PM_01, PM_08
TK_02	Marketing environment analysis	PM_01, PM_08
TK_03	Marketing of production, consumption goods and services	PM_01, PM_02, PM_08
TK_04	Marketing information system in the organization	PM_01, PM_08
TK_05	Customer behavior analysis	PM_01, PM_03, PM_08
TK_06	Defining a market, identifying market segments, target group and positioning	PM_01, PM_02, PM_03, PM_08
TK_07	Marketing-mix as a set marketing tools	PM_01, PM_04, PM_08
TK_08	Product life-cycle	PM_01, PM_04, PM_08
TK_09	Price strategies	PM_01, PM_05, PM_08
TK_10	Selection and management of marketing channels	PM_01, PM_06, PM_08
TK_11	Promotion tools and rules of effective marketing communication.	PM_01, PM_07, PM_08
TK_12	Marketing activities organizations	PM_01, PM_08

5. Literature:

Ph. Kotler, Marketing, Wydawnictwo Rebis

J. Lambin, Strategiczne zarządzanie marketingowe, Wydawnictwo Naukowe PWN, Warszawa 2001.

Ph Kotler, Kotler o marketingu, Jak tworzyć, zdobywać i zdominować rynki, Wydawnictwo Profesjonalnej Szkoły Biznesu, 1999

Kompendium wiedzy o marketingu, red. H. Mruk, B. Pilarczyk, Warszawa: PWN, 2007

1. Information on the b-learning usage:

None

6. Information on the place of additional instructions, materials for the course etc .:

The information on the accessibility will be presented by a professor et the beginning of the academic year

III. Additional information

1. Reference of the educational effects and contents to the way of giving the course and evaluation methods:

Module name (course): Principles of marketing (PM)			
Symbol of education	Symbol of the education content ⁸	Ways of giving the lecture	Evaluation methods ⁹ ₁₀

effect for a module ⁷			
PM_01	PM_01, PM_08	Multimedia lecture and the case studies	Written examinations and attendance
PM_02	PM_01, PM_08	a.m.	a.m.
PM_03	PM_01, PM_02, PM_08	a.m.	a.m.
PM_04	PM_01, PM_08	a.m.	a.m.
PM_05	PM_01, PM_03, PM_08	a.m.	a.m.
PM_06	PM_01, PM_02, PM_03, PM_08	a.m.	a.m.
PM_07	PM_01, PM_04, PM_08	a.m.	a.m.
PM_08	PM_01, PM_04, PM_08	a.m.	a.m.

Examination questions a identical to the above mentioned description of educational content

2. ECTS:

Name of educational module (course): Principles of marketing (PM)	
Form of activities	Medium number of hours on activity ¹¹
Hours of courses with a teacher	Residential studies: 45 hours of lectures Extramural studies: 28 hours of lectures
The own work of student (all form together) ^{12 13}	
The sum of hours	
Total number of ECTS points for module	5

3. Total quantity indicators:
5 ECTS points

Student receives ECTS for the whole module Principles of marketing, which means for passing the final exam .

4. Evaluation criteria:

- a) **Level of knowledge**
- b) **The level of skills –according to the educational effects**
- c) **Attendance and the activities during the lecture**

⁸ np. TK_01 – symbol treści kształcenia wg tabeli w pkt. II.4.

⁹ Proszę uwzględnić zarówno oceny formujące (F) jak i podsumowujące (P).

¹⁰ Zaleca się podanie przykładowych zadań (pytań) służących ocenie osiągnięcia opisanych efektów kształcenia.

⁷ np. PK_01 – kod modułu kształcenia wg tabeli w pkt. II.3.

¹¹ Godziny lekcyjne, gdzie 1 godzina lekcyjna oznacza 45 min.

¹² Praca własna studenta – przykładowe formy aktywności: (1) przygotowanie do zajęć, (2) opracowanie wyników, (3) czytanie wskazanej literatury, (4) napisanie raportu z zajęć, (5) przygotowanie do egzaminu.

¹³ Przy przeliczeniu 30 godzin pracy studenta na 1 punkt ECTS. Wtedy pracę własną studenta należy obliczyć poprzez iloczyn 30 i liczby punktów ECTS dla danego modułu, pomniejszony o łączną liczbę godzin poświęconych na zajęcia w planie.

Anna Scheibe