

**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:<sup>1</sup>

**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**

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<sup>1</sup> 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 <sup>2</sup>	Having finished the module (course) and having passed the exam the student can:	Reference to education effects for the study program <sup>3</sup>
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:<sup>4</sup>

Name of educational module: <b>Principles of marketing (PM)</b>		
Symbol of education content <sup>5</sup>	Description of educational content	Reference to education effects <sup>6</sup>

<sup>2</sup> Kod modułu kształcenia, np. PK\_01 (PK-kod modułu „Prawo karne” w USOS).

<sup>3</sup> 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.

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

<sup>5</sup> np. TK\_01, TK\_02.

<sup>6</sup> 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): <b>Principles of marketing (PM)</b>			
Symbol of education	Symbol of the education content <sup>8</sup>	Ways of giving the lecture	Evaluation methods <sup>9</sup> <sub>10</sub>

effect for a module <sup>7</sup>			
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): <b>Principles of marketing (PM)</b>	
Form of activities	Medium number of hours on activity <sup>11</sup>
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) <sup>12 13</sup>	
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**

<sup>8</sup> np. TK\_01 – symbol treści kształcenia wg tabeli w pkt. II.4.

<sup>9</sup> Proszę uwzględnić zarówno oceny formujące (F) jak i podsumowujące (P).

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

<sup>7</sup> np. PK\_01 – kod modułu kształcenia wg tabeli w pkt. II.3.

<sup>11</sup> Godziny lekcyjne, gdzie 1 godzina lekcyjna oznacza 45 min.

<sup>12</sup> 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.

<sup>13</sup> 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***