

Doctor Anna Scheibe

adiunct in the Department of Economic Sciences

PROJECT

Syllabus for course 'Principles of Marketing'

on the study program: *Administration*

I. General information

1. Name of education module:
Principles of marketing
2. Education module code:¹
PM (10-PM-a1-s; 10-PM-a1-n)
3. Type of module:
Obligatory
4. Program of studies:
Administration
5. Level of studies:
First
6. Year of studies:
First
7. Semester :
Summer
8. Number of classes and hours:
Residential studies: 24 hours of lectures.
Extramural studies: 12 hours of lectures and 12 hours of e-learning classes .
9. Number of ECTS points:
2 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 and in particular on rules and tools of marketing promotion

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

Preliminary requirements in knowledge: **Basic knowledge in organization and management. 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	Use the terminology related to marketing and understand a role of marketing in the contemporary organization	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K03-05
PM_02	Define a market, and segment it on the basis of chosen criteria	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_03	Chose a target group and positioning	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_04	Find a difference between material product, and service markets and select marketing tools	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_05	Prepare a product strategy, price management strategy, and distribution strategy	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_06	Distinguish promotion-mix tools and can adjust them to the selected target group (advertising, sales promotion, direct marketing, public relations, personal selling)	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_07	Student is able to use internet marketing promotion tools	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05
PM_08	Describe the role and use corporate visual identity system	K_W01-02, K_W05, K_W07, K_W09, K_U01-03, K_U06-08, K_K02-05

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
TK_02	Marketing environment analysis	PM_01, PM_02
TK_03	Marketing of production, consumption goods and services	PM_01, PM_02, PM_04
TK_04	Marketing information system in the organization	PM_01, PM_02
TK_05	Customer behavior analysis	PM_01, PM_02
TK_06	Defining a market, identifying market segments, target group and positioning	PM_01, PM_02, PM_03
TK_07	Marketing-mix as a set marketing tools	PM_01, PM_03, PM_05
TK_08	Strategy of product, price and promotion	PM_01, PM_03, PM_05
TK_09	Promotion-mix tools	PM_01, PM_03, PM_06, PM_07
TK_10	Effective advertising campaigns	PM_01, PM_03, PM_06, PM_07
TK_11	Managing direct marketing activities	PM_01, PM_03, PM_06, PM_07
TK_12	The role of public relations	PM_01, PM_03, PM_06, PM_07
TK_13	Marketing communication on the internet	PM_01, PM_03, PM_06, PM_07
TK_14	Managing the System of Visual identification	PM_01, PM_03, PM_06, 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

6. Information on the b-learning usage:

None

7. 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 wya of giving the course and evaluation methods:

Module name (course): Principles of marketing (PM)			
Symbol of education effect for a module ⁷	Symbol of the education content ⁸	Ways of giving the lecture	Evaluation methods ⁹ ¹⁰
PM_01	TK_01-14	Multimedia lecture	Written examination
PM_02	TK_02-06	a.m.	a.m.
PM_03	TK_06-14	a.m.	a.m.
PM_04	TK_03	a.m.	a.m.
PM_05	TK_07-08	a.m.	a.m.
PM_06	TK_09-14	a.m.	a.m.
PM_07	TK_09-13	a.m.	a.m.
PM_08	TK_14	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: 24 hours of lectures. Extramural studies: 12 hours of lectures and 12 hours of e-learning classes: 24
The own work of student (all form together) ^{12 13}	
The sum of hours	
Total number of ECTS points for module	2

3. Total quantity indicators:

Total ECTS, receive after classes with teacher and students homework :

2 ECTS points

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

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

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.

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.

4. Evaluation criteria:

- a) **Level of knowledge**
- b) **The level of skills –according to the educational effects**

Anna Scheibe