

## FACULTY OF COMPUTER SCIENCE AND MANAGEMENT

**SUBJECT CARD****Name in Polish** Zarządzanie marketingowe**Name in English** Marketing Management**Main field of study (if applicable):** Management**Specialization (if applicable):** Organizational Management (OM)**Level and form of studies:** 1st level, full-time**Kind of subject:** obligatory**Subject code** ZMZ1248**Group of courses** NO

|   | Lecture              | Classes              | Laboratory | Project | Seminar |
|---|----------------------|----------------------|------------|---------|---------|
| Number of hours of organized classes in University (ZZU)                        | <b>15</b>            | <b>15</b>            | -          | -       | -       |
| Number of hours of total student workload (CNPS)                                | <b>30</b>            | <b>30</b>            | -          | -       | -       |
| Form of crediting   | crediting with grade | crediting with grade | -          | -       | -       |
| For group of courses mark (X) final course                                      | -                    | -                    | -          | -       | -       |
| Number of ECTS points   | <b>1</b>             | <b>1</b>             | -          | -       | -       |
| including number of ECTS points for practical (P) classes                       | -                    | <b>1</b>             | -          | -       | -       |
| including number of ECTS points for direct teacher-student contact (BK) classes | <b>0,5</b>           | <b>0,5</b>           | -          | -       | -       |

\*delete as applicable

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

1. Essentials of Management
2. Essentials of Marketing.

**SUBJECT OBJECTIVES****To acquire fundamental knowledge (including application aspects) about:**

C1. Marketing concept, different orientations towards marketing activities and the nature and basic problems of marketing management,

C2. Marketing planning process, in particular in the scope of analysis and methods used in this process and the reasons for deciding on marketing: objectives, strategies, tactics, budget and operational activities.

C3. The creation of organizational solutions, managing and control in the marketing area of business management and the specificity of marketing management in services companies and non-profit organizations.

**To acquire fundamental skills to:**

C4. Analysis of the degree of the marketing concept implementation in some dimensions, and development of proposals relevant to marketing management,

C5. Analysis of the marketing situation of a company and deciding on marketing: objectives, strategies, tactics, budget and operational activities and to make relevant changes in the analyzed marketing plan.

C6. Evaluation of the correctness of a marketing plan.

**SUBJECT EDUCATIONAL EFFECTS**

**relating to knowledge:**

PEK\_W01 – knows and understands the marketing concept, different orientations towards marketing activities and the nature of marketing management.

PEK\_W02 – knows the basics of building customer relationships.

PEK\_W03 – knows and understands, at a basic level, the marketing planning process, in particular, the desired range of analyzes and methods used in the analysis of marketing situations and premises to decide on marketing: objectives, strategies, tactics, budget and operational activities, taking into account the specificity of internet and social media.

PEK\_W04 – has a basic knowledge of how to create organizational, managing and control in the in the marketing area of business management.

PEK\_W05 – understands the specificity of marketing management in services companies and non-profit organizations.

**relating to skills:**

PEK\_U01 – can analyze, at a basic level, the degree of the marketing concept implementation in some aspects, and develop proposals relevant to marketing management.

PEK\_U02 – can - at a basic level - analyze and evaluate the correctness of the content of the substantive marketing plan, particularly in the use of methods of analysis of the marketing and marketing: objectives, strategies, tactics, budget, organizational and operational activities..

PEK\_U03 – can make adequate changes in the analyzed marketing plan due to changes in the assumptions or the company environment.

**relating to social competences:**

PEK\_K01 - is aware of the need to develop knowledge and skills in management, in particular - in the scope of marketing approach to business management and marketing planning.

PEK\_K02 – is aware that the contemporary business management manager job involves constant identifying, analyzing, prioritizing and solving management problems.

PEK\_K03 - is prepared to take responsibility for the tasks assigned and co-workers, not only in essential but also in ethical dimension.

PEK\_K04 – expresses a willingness to teamwork.

PEK\_K05 - shows courage in communicating and defending own views.

**PROGRAMME CONTENT**

| Form of classes - lecture |   | Number of hours |
|---------------------------|---|-----------------|
| Lec 1                     | Introduction to marketing management. Marketing concept.  | 2               |
| Lec 2                     | Getting customer loyalty and satisfaction, building relationships.  | 2               |
| Lec 3                     | Marketing planning process. Analyzing marketing situation.  | 2               |
| Lec 4                     | Deciding on marketing objectives and strategies.  | 2               |
| Lec 5                     | STP strategy. Marketing strategies on the internet and social media.  | 2               |
| Lec 6                     | Tactical and operational planning of marketing.   | 2               |
| Lec 7                     | Organizing, managing and control in the marketing area of marketing oriented company. The specificity of marketing management in services companies and non-profit organizations. | 2               |
| Lec 8                     | Test  | 1               |
|                           | Total hours   | 15              |
| Form of classes - class   |   | Number of hours |

|      |   |    |
|------|---|----|
| Cl 1 | Marketing concept in managing a company.  | 1  |
| Cl 2 | Marketing orientation in business management – Case study No. 1.                | 2  |
| Cl 3 | Marketing orientation in business management – Case study No. 2.                | 2  |
| Cl 4 | Analyzing marketing situation. Deciding on marketing objectives and strategies. | 2  |
| Cl 5 | Planning of tactical and operational marketing activities.                      | 2  |
| Cl 6 | The preliminary correction of the analyzed marketing plan..                     | 2  |
| Cl 7 | The final correction of the analyzed marketing plan.                            | 2  |
| Cl 8 | Summary of classes.   | 2  |
|      | Total hours   | 15 |

### **TEACHING TOOLS USED**

N1. Traditional lecture with multimedia presentations  
N2. Questions to students during lecture  
N3. Case studies  
N4. Discussion of selected issues  
N5. Questions to students during class  
N6. The use of computer software, primary and secondary sources (including electronic) in the field supporting the process of marketing planning  
N7. Self or team analysis and evaluation of assigned aspects of enterprise marketing management.  
N8. Self or teamwork: preparing for classes exercises and preparation for the test.  
N9. Presentation prepared by students

### **EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

| Evaluation (F – forming (during semester),<br>P – concluding (at semester end)) | Educational effect<br>number | Way of evaluating educational effect<br>achievement                  |
|---|------------------------------|--|
| F   | PEK_U01-3                    | Assessment of students' solutions of<br>assignments and case studies |
| P   | PEK_U01-3                    | Assessment of changes in the analyzed<br>marketing plan              |
| P   | PEK_W01-5                    | Written assessment   |
| F   | PEK_K01-5                    | Evaluation of activity and involvement<br>in classes                 |

### **PRIMARY AND SECONDARY LITERATURE**

#### **PRIMARY LITERATURE:**

- [1] McDonald, M., Marketing Plans: How to Prepare Them, How to Use Them, Elsevier Science & Technology 1999 (www.bg.pwr.wroc.pl)
- [2] Kotler Ph., et al. Marketing Management: First European Edition Harlow, England ; New York : Pearson/Prentice Hall, 2009 (www.bg.pwr.wroc.pl)
- [3] Kerin R.A., Peterson R.A., Strategic marketing problems: cases and comments, Prentice Hall, 2001
- [4] Kotler Ph., Marketing Management. The Millennium Edition, Prentice Hall International, Upper Saddle River, 2000

#### **SECONDARY LITERATURE:**

- [1] Cheverton, P., Key Marketing Skills: Strategies, Tools and Techniques for Marketing Success, Kogan Page 2004 (www.bg.pwr.wroc.pl)
- [2] Greynolds E.B., Students Software Worksheet Manual for Kerin R.A., Peterson R.A., Strategic marketing problems: cases and comments, Prentice Hall, 2001
- [3] Ciurla M., Nowak M.W., The marketing orientation of Polish SMEs [in:] Marketing strategies for Central and Eastern Europe, Ed. by Arnold S., Chadrasa P., Springer R., Aldershot, Ashgate 2001.
- [4] Ciurla M., Nowak M. W., Strengths and weaknesses of marketing plans in Polish middle and small companies. [in:] Proceedings of the 11th Annual Conference on Marketing and Business Strategies for Central & Eastern Europe, Ed.

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|--|---|
| <p>[5]</p> <p>[6]</p> <p>[7]</p> <p>[8]</p>                          | <p>By Chadraha P., Springer R., DePaul University Kellstadt Center for Marketing Analysis and Planning, Wirtschaftsuniversitaet Wien Institut fuer Betriebswirtschaftslehre des Aussenhandels, Chicago, Vienna, December 4-6, 2003.</p> <p>Blythe J.. Marketing planning, strategy, environment and context, Harlow, England; New York, Financial Times/Prentice Hall, 2010 (www.bg.pwr.wroc.pl).</p> <p>Chaffey D., eMarketing eXcellence planning and optimizing your digital marketing, Amsterdam, Elsevier/Butterworth-Heinemann, 2008 (www.bg.pwr.wroc.pl).</p> <p>Hiebing R.G., The one-day marketing plan organizing and completing a plan that works, New York, McGraw-Hill 2004 (www.bg.pwr.wroc.pl).</p> <p>Knight P., HEMP the highly effective marketing plan, London, Pearson/Prentice Hall Business, 2004 (www.bg.pwr.wroc.pl).</p> |
| <b>SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)</b>         |   |
| dr inż. Milleniusz Nowak, 71 320 29 58; Milleniusz.Nowak@pwr.wroc.pl |   |

**MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT**  
**Marketing Management**  
**AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY Management**  
**AND SPECIALIZATION Organizational Management (OM)**

| Subject educational effect | Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)** | Subject objectives*** | Programme content*** | Teaching tool number*** |
|----------------------------|---|-----------------------|----------------------|-------------------------|
| PEK_W01                    | K1_ZARZ_W10, K1_ZARZ_W09, K1_ZARZ_W05, K1_ZARZ_W14, K1_ZARZ_W15, K1_ZARZ_W18, K1_ZARZ_W19   | C1, C3                | Lec1-2, Lec7         | N1-5, N8                |
| PEK_W02                    | K1_ZARZ_W10, K1_ZARZ_W13  | C1                    | Lec1-2, Lec7         | N1-5, N8                |
| PEK_W03                    | K1_ZARZ_W10, K1_ZARZ_W08, K1_ZARZ_W06, K1_ZARZ_W16, K1_ZARZ_W20, K1_ZARZ_W24  | C2-3                  | Lec3-7               | N1-5, N8                |
| PEK_W04                    | K1_ZARZ_W10, K1_ZARZ_W08, K1_ZARZ_W12   | C3                    | Lec1, Lec7           | N1-5, N8                |
| PEK_W05                    | K1_ZARZ_W10, K1_ZARZ_W13, K1_ZARZ_W05   | C1, C3                | Lec1-2, Lec7         | N1-5, N8                |
| PEK_U01                    | K1_ZARZ_U07, K1_ZARZ_U03, K1_ZARZ_U09   | C4                    | Cl1-2, Cl8           | N3-5, N7-9              |
| PEK_U02                    | K1_ZARZ_U07, K1_ZARZ_U08, K1_ZARZ_U03, K1_ZARZ_U10, K1_ZARZ_U04, K1_ZARZ_U05, K1_ZARZ_U06, K1_ZARZ_U14                                      | C5-C6                 | Cl3-8                | N3-9                    |
| PEK_U03                    | K1_ZARZ_U03, K1_ZARZ_U05, K1_ZARZ_U08, K1_ZARZ_U07  | C5-6                  | Cl6-8                | N3-9                    |
| PEK_K01                    | K1_ZARZ_K01   | C1-6                  | Lec1-8, Cl1-8        | N1-9                    |
| PEK_K02                    | K1_ZARZ_K02, K1_ZARZ_K03  | C1-6                  | Lec1-8, Cl1-8        | N1-9                    |
| PEK_K03                    | K1_ZARZ_K03, K1_ZARZ_K06  | C1-6                  | Lec1-8, Cl1-8        | N1-9                    |
| PEK_K04                    | K1_ZARZ_K02   | C1-6                  | Lec1-8, Cl1-8        | N1-9                    |
| PEK_K05                    | K1_ZARZ_K06   | C1-6                  | Lec1-8, Cl1-8        | N1-9                    |

\*\* - enter symbols for main-field-of-study/specialization educational effects

\*\*\* - from table above