Zał. nr 4 do ZW 64/2012

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| **FACULTY OF COMPUTER SCIENCE AND MANAGEMENT**  **SUBJECT CARD**  **Name in Polish: Doskonalenie działalności marketingowej**  **Name in English: Improvement of Marketing Activities**  **Main field of study (if applicable):** Management  **Specialization (if applicable): Business Management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: optional**  **Subject code ZMZ3157**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) | - | - | - | **30** | - |
| Number of hours of total student workload (CNPS) | - | - | - | **90** | - |
| Form of crediting | - | - | - | crediting with grade | - |
| For group of courses mark (X) final course | - | - | - | - | - |
| Number of ECTS points | - | - | - | **3** | - |
| including number of ECTS points for practical (P) classes | - | - | - | **3** | - |
| including number of ECTS points for direct teacher-student contact (BK) classes | - | - | - | **1** | - |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. Essentials of Management  2. Essentials of Marketing.  3. Essentials of Marketing Management  4. Essentials of Finance Management |

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| **SUBJECT OBJECTIVES**  **To expand fundamental, practical skills in marketing management - mainly through the preparation of a marketing plan for a real, selected company - to:**  C1. Analysis of the degree of the marketing concept implementation in some dimensions, and development of proposals relevant to marketing management,  C2. 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.  C3. Develop marketing plan for a company |

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| **SUBJECT EDUCATIONAL EFFECTS**  **relating to skills:**  PEK\_U01 – can analyze - at a basic level but expanded in the dimension of management practice - the degree of the marketing concept implementation in some aspects, and develop proposals relevant to marketing management.  PEK\_U02 – can (for being prepared marketing plan) - at a basic level but expanded in the dimension of management practice - analyze marketing situation and setting marketing: objectives, strategies, tactics, budget, organizational solutions and operational activities.  PEK\_U03 – can develop - at a basic level but expanded in the dimension of management practice - a marketing plan for a real company.  **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.  PEK\_K06 - shows commitment and creativity in solving problems, reaching out to sources of information and overcoming obstacles to achieve the objectives. |

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| **PROGRAMME CONTENT** |

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| **Form of classes - project** | | **Number of hours** |
| Pr1 | Introduction to project. Case study No. 1. | 2 |
| Pr2 | Case study No. 2. | 2 |
| Pr3 | Marketing Planning - role in business management and improvement of marketing activities. The marketing planning process. The structure and functions of a marketing plan. | 2 |
| Pr4 | Requirements for a good marketing plan. Marketing audit - usability, tools, common mistakes, example. | 2 |
| Pr5 | Analysis of marketing situation: strategic analysis – its role in the marketing plan, tools, practices, common mistakes, example. Analysis of marketing situation: market analysis - role in the marketing plan, tools, practices, common mistakes, example. | 2 |
| Pr6 | Setting goals and formulating marketing strategy - the role of in the marketing plan, process, tools, practice, common mistakes, example. STP strategy formulation and competitive strategy - the role of in the marketing plan, process, tools, practices, common mistakes, example. | 2 |
| Pr7 | How to reach the target group in the Internet and get the best position in Internet search engines - guidelines for marketing plans. | 2 |
| Pr8 | Presentation of the results of the marketing audit and marketing situation analysis for developing marketing plans. The analysis of selected problems. | 2 |
| Pr9 | Marketing mix plan development - the role in the marketing plan, process, tools, practices, common mistakes, example. Preparation of the implementation and control of marketing plan. | 2 |
| Pr10 | Market rules of web page design and preparation of site - guidelines for marketing plans. The use of email and social media - guidelines for marketing plans. | 2 |
| Pr11 | Presentation of objectives and marketing strategy in the marketing plans being prepared by students. The analysis of selected issues. | 2 |
| Pr12 | Managerial summary in the marketing plan. Linking marketing plan with other plans in a company. | 2 |
| Pr13 | Presentation of the marketing mix, tactical objectives and schedule of the main marketing activities (including used internet environment) in marketing plans being developed. The analysis of selected problems. | 2 |
| Pr14 | Presentations of the marketing plans developed by students. The analysis of selected issues. | 2 |
| Pr15 | Presentations of the developed marketing plans. Summary of projects. | 2 |
|  | Total hours | 30 |

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| **TEACHING TOOLS USED** |
| N1. Case studies  N2. Discussion of selected issues  N3. Questions to students during classes (project)  N4. The use of computer software, primary and secondary sources (including electronic) in the field supporting the process of marketing planning  N5. Self or team identification and analysis of marketing activities in aspects relevant to a real company marketing plan being prepared  N6. Self or teamwork: preparing for projects (classes), data and information acquiring for marketing plan being prepared.  N7. Self-assessment of a developed marketing plan.  N8. Tutoring (available for some interested students, selected by a tutor).  N9. Presentation prepared by students. |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| Evaluation (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F | PEK\_U01-3 | Assessment of students’ solutions of assignments and case studies |
| P | PEK\_U01-3 | Assessment of developed marketing plans (and / or - for some students - assessment of written assignments prepared for tutorials) |
| F | PEK \_K01-6 | Evaluation of activity and involvement in classes (projects) |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**   1. McDonald M., Wilson H., Plany marketingowe, Oficyna a Wolters Kluwer Business, Kraków 2012. 2. Dziekoński M., Kozielski R., Jak szybko napisać profesjonalny plan marketingowy, Oficyna a Wolters Kulwert Business, Kraków, 2007. 3. Nowak M.W., Aspekt planowania marketingowego w orientacji rynkowej MSP w województwie dolnośląskim [w:] Sobczyk G. (red.nauk.) Współczesny marketing. Strategie, PWE, Warszawa 2008. 4. Shih C., Era Facebooka: wykorzystaj sieci społecznościowe do promocji, sprzedaży i komunikacji z Twoimi klientami, Wydawnictwo Helion, Gliwice 2012. 5. Hartley R.F., Zarządzanie i marketing. Spektakularne sukcesy i porażki, One Press, Helion, Gliwice, 2004     **SECONDARY LITERATURE:**   1. Frąckiewicz E., Karwowski J., Karwowska M., Rudawska E., Zarządzanie marketingowe, PWE, Warszawa, 2004 2. Burska A., Kauf S., Planistyczne aspekty zarządzania marketingowego, Wydawnictwo Uniwersytetu Opolskiego, Opole 2007. 3. Nowak M.W., Ciurla M., Pozyskiwanie klientów w koncepcji CRM, [w:] M. Hopej, M. Moszkowicz, J. Skalik (red. nauk.) Wiedza w gospodarce i gospodarka oparta na wiedzy. Zarządzanie w gospodarce opartej na wiedzy, Prace Naukowe Uniwersytetu Ekonomicznego, nr 94, Wrocław 2010. 4. Ciurla M., Nowak M., Customer Relationship Management, [w:] Hopej M., Kral Z., (red. nauk.), Współczesne metody zarządzania w teorii i praktyce, Oficyna Wydawnicza Politechniki Wrocławskiej, Wrocław 2011, s. 43-54. 5. McDonald M., Skuteczne techniki planowania marketingowego, One Press, Helion, Gliwice, 2006. 6. Cheverton P., Kluczowe umiejętności marketingowe, Strategie, techniki i narzędzia sukcesu rynkowego, One press, Helion, Gliwice 2006. 7. Kotler Ph., Keller K.L., Marketing. (tyt.oryg.: Marketing Management), wyd. 14, Rebis, Poznań, 2012 8. Berkley H., Marketing internetowy w małej firmie, Gliwice, Helion, One Press, Gliwice 2009. 9. Mazurkiewicz L., Planowanie marketingowe w przedsiębiorstwie turystycznym, PWE, Warszawa 2002. 10. Pomykalski A., Zarządzanie i planowanie marketingowe, PWN, Warszawa, 2005 (www.bg.pwr.wroc.pl). 11. Wrzosek W. (red.nauk.), Strategie marketingowe, PWE, Warszawa, 2004. 12. Knecht Z., Zarządzanie i planowanie marketingowe, C.H. Beck, Warszawa, 2005. 13. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2009. 14. Kłeczek R., Kowal W., Woźniczka J., Strategiczne planowanie marketingowe, PWE, Warszawa, 1999. 15. Przybyłowski K.,Hartley S.W.,Kerin R.A., Rudelius W., Marketing. Pierwsza polska edycja, Dom Wydawniczy ABC, 1998. 16. Wood M.B., Plan marketingowy, PWE, Warszawa, 2007. 17. Westwood J., Plan marketingowy w praktyce, One Press, Helion, Gliwice, 2005. 18. Dutko M., E-biznes :poradnik praktyka : biznes usieciowiony, Helion, One Press, Gliwice, 2010. 19. Wiktor J.W., Oczkowska R., Żbikowska A., *Marketing międzynarodowy: zarys problematyki*, PWE, Warszawa 2008. 20. McDonald, M., Marketing Plans: How to Prepare Them, How to Use Them, Elsevier Science & Technology 1999 (www.bg.pwr.wroc.pl). 21. Wskazane źródła i publikacje z czasopism (w tym poprzez bazy danych online: np. EMIS, GMID - dostępne na www.bg.pwr.wroc.pl) naukowych i adresowanych do praktyków zarządzania: Przegląd Organizacji, Harvard Business Review Polska, Ekonomika i Organizacja Przedsiębiorstwa, Marketing i Rynek, Marketing w Praktyce i in. |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| Milleniusz Nowak; Milleniusz.Nowak@pwr.wroc.pl |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

**Improvement of Marketing Activities**

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY Management

AND SPECIALIZATION **Business Management**

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| **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\_U01 | K1\_ZARZ\_U07, K1\_ZARZ\_U03, K1\_ZARZ\_U09, K1\_ZARZ\_U02, K1\_ZARZ\_U17, | C1 | Pr1-2 | N1-3, N6-9 |
| 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, K1\_ZARZ\_U02, K1\_ZARZ\_U15, K1\_ZARZ\_U17, | C2-3 | Pr3-15 | N3-9 |
| PEK\_U03 | K1\_ZARZ\_U03, K1\_ZARZ\_U05, K1\_ZARZ\_U08, K1\_ZARZ\_U07, K1\_ZARZ\_U02, K1\_ZARZ\_U15, K1\_ZARZ\_U17, | C2-3 | Pr1-15 | N3-9 |
| PEK\_K01 | K1\_ZARZ\_K01 | C1-3 | Pr1-15 | N1-9 |
| PEK\_K02 | K1\_ZARZ\_K02, K1\_ZARZ\_K03 | C1-3 | Pr1-15 | N1-9 |
| PEK\_K03 | K1\_ZARZ\_K03, K1\_ZARZ\_K06 | C1-3 | Pr1-15 | N1-9 |
| PEK\_K04 | K1\_ZARZ\_K02 | C1-3 | Pr1-15 | N1-7, N9 |
| PEK\_K05 | K1\_ZARZ\_K06 | C1-3 | Pr1-15 | N1-9 |
| PEK\_K06 | K1\_ZARZ\_K04, K1\_ZARZ\_K05, K1\_ZARZ\_K06 | C1-3 | Pr1-15 | N1-9 |

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

\*\*\* - from table above