Zał. nr 4 do ZW 64/2012

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| FACULTY OF COMPUTER SCIENCE AND MANAGEMENT  **SUBJECT CARD** Name in Polish Podstawy marketinguName in English Basic marketing **Main field of study (if applicable): Management**  **Specialization (if applicable): Business management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: obligatory**  **Subject code ZMZ2113**  **Group of courses NO** |

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|  | Lecture | Classes | Laboratory | Project | Seminar |
| Number of hours of organized classes in University (ZZU) | 30 | 30 |  |  |  |
| Number of hours of total student workload (CNPS) | 120 | 60 |  |  |  |
| Form of crediting | Examination | crediting with grade |  |  |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points | 4 | 2 |  |  |  |
| including number of ECTS points for practical (P) classes |  | 2 |  |  |  |
| including number of ECTS points for direct teacher-student contact (BK) classes | 1 | 1 |  |  |  |

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. Knowledge of the basic concepts of organization and management and the economics of the enterprise.  2. Knowledge of the basic concepts of management psychology. |

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| **SUBJECT OBJECTIVES**  C1 Obtaining the students understand the basic concepts, patterns and problems of marketing.  C2 Understanding marketing processes in the enterprise |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK\_W01Basic knowledge of the needs and behaviors of its clients  PEK\_W02 Knowledge of marketing tools  relating to skills:  Ability to understand marketing processes in the enterprise  PEK\_U02 ability to select the marketing tools for the company's situation.  PEK\_K01 An understanding of the impact of marketing efforts on customer reaction to market |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
| Lec 1 | Market. Basic concepts. | 2 |
| Lec 2 | Market buyers. Factors influencing customer behavior. | 2 |
| Lec 3 | Factors influencing consumer behavior (continued). | 2 |
| Lec 4 | Market B2B buyers | 2 |
| Lec 5 | Market segmentation. Deliberate choice of the market. | 2 |
| Lec 6 | The basic strategies to compete in the market. | 2 |
| Lec 7 | Development of the product - product mix. | 2 |
| Lec 8 | Mark - market positioning | 2 |
| Lec 9 | Policy pricing policy. | 2 |
| Lec 10 | Methods for pricing, discounts. | 2 |
| Lec 11 | The organization of the distribution of products and services. | 2 |
| Lec 12 | Fundamentals of marketing communication. | 2 |
| Lec 13 | Advertising and public relations. | 2 |
| Lec 14 | Sales promotion, and personal selling. | 2 |
| Lec 15 | Basic market research. | 2 |
|  | Total hours | 3030 |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 | Presentation of training objectives, distribution of basic tasks of exercises | 2 |
| Cl 2 | identification of key factors of consumer purchasing behavior and elected FMCG product | 2 |
| Cl 3 | identification of key factors customer purchasing behavior luxury product / investment | 2 |
| Cl 4 | establishment of criteria for the product segmentation FMCG and elected | 2 |
| Cl 5 | establish criteria for segmentation for luxury product / investment | 2 |
| Cl 6 | determine the selection criteria for the product of deliberate market FMCG and elected | 2 |
| Cl 7 | establish criteria for the selection of deliberate market for luxury product / investment | 2 |
| Cl 8 | determine the information required for FMCG product improvements and elected | 2 |
| Cl 9 | determine the information required for improving the luxury product / investment | 2 |
| Cl 10 | analysis of price and choice of pricing strategy for the product FMCG and elected | 2 |
| Cl 11 | analysis of price and choice of pricing strategy for luxury product / investment | 2 |
| Cl 12 | assessment of the attractiveness of the customer forms of selling, distribution methods for the selection of FMCG products and elected | 2 |
| Cl 13 | assessment of the attractiveness of the customer forms of selling, distribution methods for the selection of luxury product / investment | 2 |
| Cl14 | The choice of marketing communications for FMCG products and elected | 2 |
| Cl15 | The choice of marketing communications for luxury product / investment | 2 |
|  | Total hours | 30 |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of hours** |
| Proj 1 |  |  |
| Proj 2 |  |  |
|  | Total hours |  |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
|  | Total hours |  |

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| **TEACHING TOOLS USED** |
| N1 The lecture using presentation  N2. Questions from the audience, the discussion in the lecture  N3. Written in the form of papers studies - literature studies and case studies  N4. Oral presentations from the use of modern means of communication |

**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 |
| F1 | PEK\_U01 | An examination of case studies |
| F2 | PEK\_U02 | Evaluation proposed solutions |
| F3 | PEK\_K01 | Evaluation the proposed impact on the customer |
| P Examination | | |  |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**   1. Kotler Ph., Marketing. Analiza, planowanie, wdrażanie i kontrola, Geberhner& Ska, Warszawa, 1994 i wydania następne 2. Kall J., Kłeczek R., Sagan A., Zarządzanie marką, Oficyna Ekonomiczna, Kraków 2006 3. Blythe J., Komunikacja marketingowa , PWE, Warszawa 2002   **SECONDARY LITERATURE:**   1. Bergstroem B., Komunikacja wizualna, PWN, Warszawa 2009 2. Monthly magazine: Marketing w praktyce |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| **Andrzej Lipowicz, andrzej.lipowicz@pwr.wroc.pl** |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

Basic marketing

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\_W01 (knowledge)** | K1\_ZARZ\_W10, | C1, C2 | Lec1 - 5 | N1-2 |
| **PEK\_W02** | K1\_ZARZ\_W09, | C1, C2 | Lec 6 - 15 | N1-2 |
| **PEK\_U01 (skills))** | K1\_ZARZ\_U01, K1\_ZARZ\_U02, K1\_ZARZ\_U03, K1\_ZARZ\_U04, K1\_ZARZ\_U07, K1\_ZARZ\_U15 |  | Cl 2 - 7 | N3 -4 |
| **PEK\_U02 (skills)** | K1\_ZARZ\_U08, K1\_ZARZ\_U11,  K1\_ZARZ\_U16 |  | Cl 8 - 15 | N3 -4 |
| **PEK\_K01 (competences)** | K1\_ZARZ\_K01 |  | Cl 2-15 | N3 -4 |

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

\*\*\* - from table above