Zał. nr 4 do ZW 64/2012

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| 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): Business Management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: obligatory**  **Subject code ZMZ1241**  **Group of courses NO** |

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

\*delete as applicable

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

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| **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. |

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| **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. |

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| **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 |

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| **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 |

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| **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. Tutoring (available for some interested students, selected by a tutor).  N10. 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 changes in the analyzed marketing plan |
| P | PEK\_W01-5 | Written assessment (and / or - for some students - assessment of written assignments prepared for tutorials) |
| F | PEK \_K01-5 | Evaluation of activity and involvement in classes |

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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. Frąckiewicz E., Karwowski J., Karwowska M., Rudawska E., Zarządzanie marketingowe, PWE, Warszawa, 2004. 3. Dziekoński M., Kozielski R., Jak szybko napisać profesjonalny plan marketingowy, Oficyna a Wolters Kulwert Business, Kraków, 2007. 4. Nowak M.W., Aspekt planowania marketingowego w orientacji rynkowej MSP w województwie dolnośląskim [w:] Sobczyk G. (red.nauk.) Współczesny marketing. Strategie, PWE, Warszawa 2008. 5. Kotler Ph., Keller K.L., Marketing, (tyt.oryg.: Marketing Management), wyd. 14, Rebis, Poznań 2012. 6. Hartley R.F., Zarządzanie i marketing. Spektakularne sukcesy i porażki, One Press, Helion, Gliwice, 2004     **SECONDARY LITERATURE:**  [1] Żabiński L. (red. nauk.), Zarządzanie marketingowe: podstawy teoretyczne, węzłowe specjalizacje badawcze, Wydawnictwo Uczelniane Akademii Ekonomicznej im. Karola Adamieckiego, Katowice 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] Pomykalski A., Zarządzanie i planowanie marketingowe, PWN, Warszawa, 2005.  [6] Mruk H. (red. nauk.), Zarządzanie i planowanie marketingowe, Wydawnictwo Forum Naukowe, Poznań 2008.  [7] Lambin J.J, Strategiczne zarządzanie marketingowe, PWN, Warszawa, 2001.  [8] Andruszkiewicz K., Strategiczne zarządzanie marketingowe w polskich przedsiębiorstwach w warunkach kryzysu, Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika, Toruń 2007.  [9] Wrzosek W. (red.nauk.), Strategie marketingowe, PWE, Warszawa, 2004.  [10] Shih C., Era Facebooka: wykorzystaj sieci społecznościowe do promocji, sprzedaży i komunikacji z Twoimi klientami, Wydawnictwo Helion, Gliwice 2012.  [11] Knecht Z., Zarządzanie i planowanie marketingowe, C.H. Beck, Warszawa, 2005.  [12] Berkley H., Marketing internetowy w małej firmie, Gliwice, Helion, One Press, Gliwice 2009.  [13] Niestrój R., Zarządzanie marketingiem. Aspekty strategiczne, PWN, Warszawa, 1996.  [14] McDonald M., Skuteczne techniki planowania marketingowego, One Press, Helion, Gliwice, 2006.  [15] Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2009.  [16] Kłeczek R., Kowal W., Woźniczka J., Strategiczne planowanie marketingowe, PWE, Warszawa, 1999.  [17] Przybyłowski K.,Hartley S.W.,Kerin R.A., Rudelius W., Marketing. Pierwsza polska edycja, Dom Wydawniczy ABC, 1998.  [18] Halligan B., Shah D., Inbound marketing: daj się poznać w Google, serwisach społecznościowych i na blogu, Helion, One Press, Gliwice 2010.  [19] Wood M.B., Plan marketingowy, PWE, Warszawa, 2007.  [20] Dutko M., E-biznes :poradnik praktyka : biznes usieciowiony, Helion, One Press, Gliwice, 2010.  [21] Kotler Ph., et al., Marketing Management: First European Edition Harlow, England ; New York : Pearson/Prentice Hall, 2009.  [22] McDonald, M., Marketing Plans: How to Prepare Them, How to Use Them, Elsevier Science & Technology 1999. |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| 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 **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 | 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, N8-9 |
| PEK\_W02 | K1\_ZARZ\_W10, K1\_ZARZ\_W13 | C1 | Lec1-2, Lec7 | N1-5, N8-9 |
| 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, N8-9 |
| PEK\_W04 | K1\_ZARZ\_W10, K1\_ZARZ\_W08, K1\_ZARZ\_W12 | C3 | Lec1, Lec7 | N1-5, N8-9 |
| PEK\_W05 | K1\_ZARZ\_W10, K1\_ZARZ\_W13, K1\_ZARZ\_W05 | C1, C3 | Lec1-2, Lec7 | N1-5, N8-9 |
| PEK\_U01 | K1\_ZARZ\_U07, K1\_ZARZ\_U03, K1\_ZARZ\_U09 | C4 | Cla1-2, Cla8 | N3-5, N7-10 |
| 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 | Cla3-8, N3-9 | N3-10 |
| PEK\_U03 | K1\_ZARZ\_U03, K1\_ZARZ\_U05, K1\_ZARZ\_U08, K1\_ZARZ\_U07 | C5-6 | Cla6-8 | N3-10 |
| PEK\_K01 | K1\_ZARZ\_K01 | C1-6 | LEC1-8, Cla1-8 | N1-10 |
| PEK\_K02 | K1\_ZARZ\_K02, K1\_ZARZ\_K03 | C1-6 | Lec1-8, Cla1-8 | N1-10 |
| PEK\_K03 | K1\_ZARZ\_K03, K1\_ZARZ\_K06 | C1-6 | Lec1-8, Cla1-8 | N1-10 |
| PEK\_K04 | K1\_ZARZ\_K02 | C1-6 | Lec1-8, Cla1-8 | N1-8, N10 |
| PEK\_K05 | K1\_ZARZ\_K06 | C1-6 | Lec1-8, Cla1-8 | N1-10 |

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

\*\*\* - from table above