

**DESCRIPTION OF THE COURSE OF STUDY  
FOR EXCHANGE STUDENTS**

<b>Kod przedmiotu</b>	0413.3.LOG1.B/C19.PMA	
<b>Name of the course in</b>	English	<b>Basics of Marketing</b> Podstawy marketingu
	Polish	

**1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES**

<b>1.1. Field of studies</b>	Logistics
<b>1.2. Form of studies</b>	Full Time / Part Time
<b>1.3. Level of studies</b>	I degree (Bachelor's Degree)
<b>1.4. Profile of studies</b>	Academic
<b>1.5. Person responsible for the card</b>	prof. Olaf Flak, PhD
<b>1.6. Kontakt</b>	olaf.flak@ujk.edu.pl

**2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY**

<b>2.1. Language</b>	English, Polish
<b>2.2. Prerequisites</b>	Basics of Management, Basics of Economy

**3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY**

<b>3.1. Form of classes</b>	Lecture, practical classes	
<b>3.2. Place of classes</b>	Lecture and practical classes at University	
<b>3.3. Form of assessment</b>	Lecture – exam, practical classes – graded credit	
<b>3.4. Didactic methods</b>	Lecture, discussion, exercises, individual work, teamwork	
<b>3.5. Literature</b>	<b>Basic</b>	<ol style="list-style-type: none"> <li>1. Pizło, W., Mazurkiewicz-Pizło, A. (2017). Marketing. Wiedza ekonomiczna i umiejętność działania na rynku. Warszawa, Wydawnictwo Naukowe PWN.</li> <li>2. Kotler, P., Kartajaya, H., Setiawan, I. (2021). Marketing 5.0. Technologie Next Tech. Warszawa, MT Biznes.</li> <li>3. Mazurek, G. (2018). E-marketing. Strategia, planowanie, praktyka. Warszawa, MT Biznes.</li> </ol>
	<b>Additional</b>	<ol style="list-style-type: none"> <li>1. Dib A., The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd. Page Two Books, Inc., Vancouver 2018.</li> <li>2. Winston W.L. Analiza marketingowa. Praktyczne techniki z wykorzystaniem analizy danych i narzędzi Excela. Wydawnictwo Helion, Gliwice 2019.</li> <li>3. Kingsnorth S., Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page, London 2019.</li> </ol>

**4. OBJECTIVES, SYLLABUS CONTENT**

<p><b>4.1. Subject objectives</b></p> <p><b>Lecture:</b>  <b>C1. Knowledge</b> – Getting to know the basic conditions in the field of marketing activities in economic organizations.  <b>C2. Skills</b> – Acquisition of the ability to conduct marketing campaigns in business practice..  <b>C3. Social competences</b> – Understanding the social goals of marketing activities in the organization.</p> <p><b>Practical classes:</b>  <b>C1. Knowledge</b> – Acquiring knowledge in the field of techniques and tools for planning and managing marketing campaigns  <b>C2. Skills</b> – Ability to plan and manage the organization's marketing activities.  <b>C3. Social competences</b> – Awareness of the importance of marketing orientation in the activities of a business organization</p>
<p><b>4.2. Detailed syllabus</b></p> <p><b>Lecture:</b></p> <ol style="list-style-type: none"> <li>1. The essence of marketing in the modern economy.</li> <li>2. Market behavior of consumers</li> <li>3. Marketing research in economic life</li> <li>4. Strategic analysis of the organization</li> <li>5. Product in the concept of marketing</li> </ol>

6. Price in the marketing concept
7. Distribution as an element of the concept of marketing
8. Promotion as an element of the marketing-mix concept

**Practical classes:**

1. The essence of marketing in the modern economy - examples of marketing activities in various business organizations.
2. Market behavior of consumers - discussion on decisions made in the household, determinants of consumption and saving.
3. Marketing research in economic life - construction of selected research tools used in market segmentation, defining the assortment, etc.
4. Strategic analysis of the organization - the use of selected analytical tools to prepare a marketing plan.
5. The product in the concept of marketing, in particular the principles of building a new product, portfolio analysis and shaping the assortment.
6. Price in the marketing concept - the use of selected analytical procedures to build a pricing strategy.
7. Distribution as an element of the marketing concept - a case study of several companies that are leaders in distribution.
8. Promotion as an element of the marketing-mix concept - the importance of promotion in the marketing-mix, including social media.

**4.3. Subjects' learning outcomes**

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of <b>KNOWLEDGE:</b>		
W01	Understands and identifies the basic economic categories related to demand and supply, affecting the company's marketing activities..	LOG1A_W05
W02	has knowledge of social and economic processes involving the sphere of marketing activities, in particular distribution channels and the relationship between logistics and company marketing.	LOG1A_W13
W03	has economic and managerial knowledge, in particular marketing knowledge needed in the analysis, design, implementation and control of logistics processes in the company.	LOG1A_W15
in terms of <b>SKILLS:</b>		
U01	is able to interpret economic phenomena and is able to analyze logistics processes included in marketing activities.	LOG1A_U02
U02	can make a critical analysis of the organization's functioning from the point of view of marketing theory and evaluate the existing technical and organizational solutions in logistics.	LOG1A_U09
U03	is able to formulate views supported by logical argumentation regarding economic phenomena significant in the assessment of the market position of economic entities..	LOG1A_U14
In terms of <b>SOCIAL COMPETENCES:</b>		
K01	Ethically, in accordance with the rules, cooperates with members of task groups in the area of marketing.	LOG1A_K05
K02	perfects his knowledge and skills in the field of researching the company's activities in the field of marketing.	LOG1A_K07

**Ways of verifying the achievement of the learning outcomes in question**

Learning outcome	Way of verifying (+/-)								
	Written exam			Test			Activity during classes		
	Form of classes			Form of classes			Form of classes		
	W	C	...	W	C	...	W	C	
W01	+								
W02	+								
W03	+								
U01					+				
U02					+				
U03					+				
K01								+	
K02								+	

**4.5. Criteria for assessing the degree of achievement of learning outcomes**

Form of	Grade	Assessment criteria
---------	-------	---------------------

<b>classes</b>		
<b>Lecture</b>	<b>3</b>	The student passed the written exam at the level of 50-60% of the maximum possible number of points.
	<b>3,5</b>	The student passed the written exam at the level of 61-70% of the maximum possible number of points.
	<b>4</b>	The student passed the written exam at the level of 71-80% of the maximum possible number of points.
	<b>4,5</b>	The student passed the written exam at the level of 81-90% of the maximum possible number of points.
	<b>5</b>	The student passed the written exam at the level of 91-100% of the maximum possible number of points.
<b>Practical classes</b>	<b>3</b>	The student passed the test at the level of 51% to 60% of the maximum number of points possible to obtain, including various forms of activity in classes (activity, individual and group work) and attended classes.
	<b>3,5</b>	The student passed the test at the level of 61% to 70% of the maximum number of points possible to obtain, including various forms of activity in classes (activity, individual and group work) and attended classes.
	<b>4</b>	The student passed the test at the level of 71% to 80% of the maximum number of points possible to obtain, including various forms of activity in classes (activity, individual and group work) and attended classes.
	<b>4,5</b>	The student passed the test at the level of 81% to 90% of the maximum number of points possible to obtain, including various forms of activity in classes (activity, individual and group work) and attended classes.
	<b>5</b>	The student passed the test at the level of 91% to 100% of the maximum number of points possible to obtain, including various forms of activity in classes (activity, individual and group work) and attended classes.

#### 4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
<b>NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</b>	<b>67</b>	<b>22</b>
<i>Participation in lectures</i>	35	15
<i>Participation in practical classes</i>	28	8
<i>Participation in the exam / test</i>	2	2
<i>Other: consultancy</i>	2	2
<b>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</b>	<b>83</b>	<b>123</b>
<i>Preparation for the lecture</i>	24	33
<i>Preparation for the practical classes</i>	35	60
<i>Preparation to the exam / test</i>	24	30
<b>TOTAL HOURS</b>	<b>150</b>	<b>150</b>
<b>ECTS Credits</b>	<b>6</b>	<b>6</b>