

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

<b>Kod przedmiotu</b>	0413.3.ZARZ1.B/C20.PMA	
<b>Name of the course in</b>	English	<i>Basics of Marketing</i> Podstawy Marketingu
	Polish	

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

<b>1.1. Field of studies</b>	Management
<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, Microeconomics

**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. (2018). The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd. Page Two Books, Inc., Vancouver.</li> <li>2. Winston W.L. (2019). Analiza marketingowa. Praktyczne techniki z wykorzystaniem analizy danych i narzędzi Excela. Wydawnictwo Helion, Gliwice.</li> <li>3. Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page, London.</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	has knowledge of market research methods and instruments, in particular marketing research, used in the activities of business organizations in order to segment the market, create marketing strategies, and assortment groups.	ZARZ1A_W19
W02	understands and is able to analyze the basic concepts and instruments of marketing, necessary to be used in business organizations	ZARZ1A_W20
in terms of <b>SKILLS</b> :		
U01	interprets the problems of contemporary society, economy and business in relation to the achievements of marketing theory.	ZARZ1A_U01
U02	formulates views supported by logical argumentation regarding social and economic phenomena significant in the assessment of the market position of economic entities.	ZARZ1A_U03
U03	Ethically, in accordance with the rules, he cooperates with members of task forces in the field of creating marketing campaigns in business organizations.	ZARZ1A_U17
In terms of <b>SOCIAL COMPETENCES</b> :		
K01	easily adapts to new environmental conditions, is able to find himself in them, cooperate with other people and organizations.	ZARZ1A_K03

**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	+									
U01					+					
U02					+					
U03					+					
K01								+		

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

Form of classes	Grade	Assessment criteria
Lecture	3	The student passed the written exam at the level of 50-60% of the maximum possible number of points.
	3,5	The student passed the written exam at the level of 61-70% of the maximum possible number of points.
	4	The student passed the written exam at the level of 71-80% of the maximum possible number of points.
	4,5	The student passed the written exam at the level of 81-90% of the maximum possible number of points.
	5	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 50-60% of the maximum possible number of points.
	<b>3,5</b>	The student passed the test at the level of 61-70% of the maximum possible number of points.
	<b>4</b>	The student passed the test at the level of 71-80% of the maximum possible number of points.
	<b>4,5</b>	The student passed the test at the level of 81-90% of the maximum possible number of points.
	<b>5</b>	The student passed the test at the level of 91-100% of the maximum possible number of points.

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

Category	Student workload	
	Full time studies*	Part time studies*
<i>NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	<b>70</b>	<b>35</b>
<i>Participation in lectures</i>	35	15
<i>Participation in practical classes</i>	30	15
<i>Participation in the exam / test</i>	3	3
<i>Other: consultancy</i>	2	2
<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	<b>80</b>	<b>115</b>
<i>Preparation for the lecture</i>	20	20
<i>Preparation for the practical classes</i>	40	40
<i>Preparation to the exam / test</i>	20	55
<i>Collecting materials for an internet query</i>		
<b>TOTAL HOURS</b>	<b>150</b>	<b>150</b>
<b>ECTS Credits</b>	<b>6</b>	<b>6</b>