

SUBJECT:	Marketing		
HOURS:	18	ECTS:	3

Name/title of the author:	Dr Tomasz Smoleń
Course Description:	Presentation and explanation of the practical management of marketing activities in business entities and other institutions operating in the markets.
Learning Outcomes (skills and knowledge):	<p>Upon completing the course, students should be able to:</p> <ul style="list-style-type: none"> - understand elements and make analyses of business environment for marketing issues, - have the skills in marketing plans creation, knowledge on the roles of marketing team participants in the proceedings and implementation of marketing plans, - understand the issues that marketing management consists of – product & service policy, brand management, pricing, distribution, and specific forms of market communication, - have knowledge on essential concepts in marketing research, marketing planning and marketing activities results evaluation (control).
Course Content:	<ol style="list-style-type: none"> 1. Marketing in society. Scope of marketing management 2. Analytical methods in marketing. Understanding the marketing environment. 3. Management and marketing roles. Recruiting and developing a marketing team. 4. Analysis of markets: competitors, consumers. Market research. 5. Providing the value for customers (1): Product and service decisions, Developing new products and services. 6. Providing the value for customers (2): Brand management, Pricing decisions and methods. 7. Marketing communications. Advertising and public relations. Direct marketing, Personal selling. Sales promotion 8. Developing marketing plans - Case studies. 9. Marketing implementation, performance and control.
Methods of Instruction:	<p>Presentation of the basic marketing management issues, along with relevant comments and examples taken from real business cases - a lecture with the use of MS Power Point slides.</p> <p>The students in teams consisting of up to 4 people are to solve short problem cases designed to familiarize them with selected issues regarding "marketing management".</p> <p>Presentation of case studies - case studies illustrating selected aspects of the discussed subjects of lectures.</p> <p>Discussion on the marketing management issues with students.</p>
Assessment policy (examination):	The final assessment is an outcome of marks obtained by students in the work carried out in small teams and the results of a final writing examination.

Supporting materials	Materials developed by the lecturer made available to students in the form of PDF files, to be downloaded from Moodle web page. Printed papers with case studies drawn from English language literature.
References:	<p>Baker M., The Marketing Book, Butterworth-Heinemann, 6th ed., Oxford 2007.</p> <p>Baker M.J., Marketing Strategy and Management, Palgrave Macmillan, 2007.</p> <p>CIM - Project Management in Marketing: Study Text, BPP Learning Media, 2010.</p> <p>Doyle P., Stern M., Marketing Management, Financial Times/Prentice Hall; 4th ed. 2006.</p> <p>Kotler Ph., Keller K., Goodman M., Brady M., Hansen T., Marketing Management, Prentice Hall, 2009.</p> <p>Kotler Ph., Keller K., Marketing Management, Pearson Education; 14th ed. 2011.</p> <p>McDonald M., Marketing Plans: How to prepare them, how to use them, Butterworth-Heinemann, 6th ed. 2007</p> <p>Williams Captain J., Marketing management in Practice, CIM Crevision Cards, Elsevier Butterworth Heinemann, Oxford 2006.</p> <p>Williams J., Curtis T., Marketing Management in Practice 08-09, CIM Coursebook, Elsevier Butterworth Heinemann, Oxford 2008.</p>