

Basic information about the subject ( independent of the cycle)

<b>Module name</b>	<b>Marketing</b>
Erasmus code	
ISCED code	
Language of instruction	English
Website	<a href="https://www.umcs.pl/pl/adres-book-employee,1571,pl.html">https://www.umcs.pl/pl/adres-book-employee,1571,pl.html</a>
Prerequisites	-
ECTS points hour equivalents	<p><b>Contact hours (work with an academic teacher): 15</b></p> <p><b>Total number of hours with an academic teacher: 15</b></p> <p><b>Number of ECTS points with an academic teacher: 2</b></p> <p><b>Non-contact hours (students' own work): 15</b></p> <p><b>Total number of non-contact hours: 15</b></p> <p><b>Number of ECTS points for non-contact hours: 1</b></p> <p><b>Total number of ECTS points for the module: 3</b></p>
Educational outcomes verification methods	Written exam, presentation, discussion
Description	The module covers the knowledge in the area of marketing and marketing tools. The main objective of the course is to familiarize students with the marketing management that influenced a company competitive advantage on the market. Particular attention will be paid to changes in the marketing environment and adapting to them marketing activities of the company.
Reading list	<ol style="list-style-type: none"> <li>1. G. Armstrong, Ph. Kotler, Marketing. An introduction Global Edition, Pearsons, 2011.</li> <li>2. J. Wirtz, Ch. Lovelock, Services marketing. World Scientific Publishing 2016. (8th Edition)</li> <li>3. W.Laurie, O.Joseph, Strategic Communications Planningfor Public Relations and Marketing, 2014.</li> <li>4. F.P. Seitel, The Practice of Public Relations, 2013 (12th Edition)</li> <li>5. Publication from prestigious scientific journals</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>11. about principles of marketing in the 21st century</li> <li>12. about marketing instruments during the ICT revolution</li> <li>13. about marketing management</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. ability to analyze sources of competitive advantage through marketing activities</li> <li>2. identifying customer value sources on the global market</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. ability to communicate with the environment</li> <li>2. ability to use publications from scientific journals</li> </ol>

Practice	-
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Information about classes in the cycle

Website	<a href="https://www.umcs.pl/pl/adres-book-employee,1571,pl.html">https://www.umcs.pl/pl/adres-book-employee,1571,pl.html</a>
Educational outcomes verification methods	Written exam, discussion
Comments	-
Reading list	<ol style="list-style-type: none"> <li>1. G. Armstrong, Ph. Kotler, Marketing. An introduction Global Edition, Pearsons, 2011.</li> <li>2. J. Wirtz, Ch. Lovelock, Services marketing. World Scientific Publishing 2016. (8th Edition)</li> <li>3. W.Laurie, O.Joseph, Strategic Communications Planningfor Public Relations and Marketing, 2014.</li> <li>4. F.P. Seitel, The Practice of Public Relations, 2013 (12th Edition)</li> <li>5. Publication from prestigious scientific journals</li> </ol>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. about principles of marketing in the 21st century</li> <li>2. about marketing instruments during the ICT revolution</li> <li>3. about marketing management</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. ability to analyze sources of competitive advantage through marketing activities</li> <li>2. identifying customer value sources on the global market</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. ability to communicate with the environment</li> <li>2. ability to use publications from scientific journals</li> </ol>
A list of topics	<ol style="list-style-type: none"> <li>I. Understanding marketing in XXI century <ol style="list-style-type: none"> <li>1. Definition of marketing</li> <li>2. Customer wants and needs</li> <li>3. Customer value and satisfaction</li> <li>4. The societal marketing concepts</li> <li>5. Marketing tools</li> <li>6. Customer relationship and customer value</li> <li>7. Customer loyalty and retention</li> </ol> </li> <li>II. Managing marketing information <ol style="list-style-type: none"> <li>1. The marketing information system</li> <li>2. Assessing information needs</li> <li>3. Internal databases</li> <li>4. Marketing intelligence</li> <li>5. Marketing research</li> <li>6. Primary and secondary data</li> <li>7. Observation, survey research, experiments</li> <li>8. Comparing quantitative and qualitative marketing research</li> <li>9. Customer insight</li> </ol> </li> <li>III. Creating value for target customers – market segmentation <ol style="list-style-type: none"> <li>1. Market segmentation</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>2. Segmentation variables for consumer market</li> <li>3. Marketing segmentation process</li> <li>4. Targeting offer to the market</li> <li>5. Micromarketing, individual marketing</li> <li>6. Identifying differences and positioning</li> </ul> <p>IV. Developing products, services and brands</p> <ul style="list-style-type: none"> <li>1. Products and services</li> <li>2. Levels of products</li> <li>3. Product quality</li> <li>4. Dimensions of the product line</li> <li>5. Branding strategy</li> <li>6. Developing new product</li> </ul> <p>V. Pricing strategy</p> <ul style="list-style-type: none"> <li>1. Pricing strategy</li> <li>2. Customer value based pricing</li> <li>3. Cost based pricing</li> <li>4. Competition based pricing</li> <li>5. Pricing elasticity</li> <li>6. Product line pricing and bundle pricing</li> <li>7. Online and offline pricing strategy</li> <li>8. Price changes</li> </ul> <p>VI. Marketing channels - multichannel distribution</p> <ul style="list-style-type: none"> <li>1. Marketing channels</li> <li>2. Adding value through marketing channels</li> <li>3. Channel design and decision</li> <li>4. Channel integration</li> <li>5. Multichannel and omnichannel management</li> <li>6. Marketing logistics</li> <li>7. Customer behaviour in multichannel distribution</li> </ul> <p>VII. Public relations role in integrated marketing communication</p> <ul style="list-style-type: none"> <li>1. Integrated marketing communication</li> <li>2. Public relations role in integrated marketing communication</li> <li>3. Public opinion, role, scope and implications</li> <li>4. Psychological basis of public relations</li> <li>5. Media relations management</li> <li>6. Conflict management and crisis communications</li> </ul> <p>VIII. Customer behaviour, building customer relationship</p> <ul style="list-style-type: none"> <li>1. Customer buyer behaviour</li> <li>2. Factors influencing customer behaviour</li> <li>3. Hierarchy of customer needs</li> <li>4. Purchasing decision process</li> </ul>
Teaching methods	Informative lecture
Assessment methods	Attendance, activity during class, written exam (choice test)