

Prowadzący	Dr hab. Radosław Mącik, prof. UMCS
Oferta PJO*	TAK / NIE**
Oferta PJOE*	TAK / NIE **
Kierunek, rok, stopień dla PJO	Nie dotyczy
Semestr roku 2021/2022	zimowy-/ letni **

* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Marketing
Erasmus code	
ISCED code	
Language of instruction	English
Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Prerequisites	Microeconomics (basic course) or Management (basic course)
ECTS points hour equivalents	Contact hours (work with an academic teacher): 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher: 2 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1 Total number of ECTS points for the module: 3
Educational outcomes verification methods	Group project, case studies, discussion
Description	The module covers the knowledge in the area of marketing. The subject is taught on introductory level. The primary goal is to introduce topics connected to the marketing and branding to the students. Classes integrate lectures and practical assignments into one curriculum. Explaining the real world problems regarding marketing knowledge is expected with the help of short case studies, examples and discussions. Basic microeconomic knowledge (demand and supply, revenues and costs ect.) is required, no serious math is used, skills in statistics are welcome.
Reading list	1. Ph. Kotler, G. Armstrong, Principles of Marketing, 13-17 ed. or later (Global or International Edition), Pearson 2. M. R. Solomon, G. W. Marshall, E. W. Stuart, Marketing: Real People, Real Choices (Global Edition), Pearson 3. K. L. Keller, Strategic Brand Management. Building, Measuring, and Managing Brand Equity, Global Edition (4th ed. or later), Pearson
Educational outcomes	KNOWLEDGE 1. Knowledge about principles of marketing 2. Knowledge about marketing instruments and strategies 3. Knowledge about digital transformation of marketing SKILLS 1. Ability to analyse marketing environment 2. Ability to identify competitive advantage sources 3. Ability to identify customer value sources ATTITUDES 1. Critical thinking about marketing activities
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Educational outcomes verification methods	Group project, case studies, discussion
Comments	-
Reading list	<ol style="list-style-type: none"> 1. Ph. Kotler, G. Armstrong, Principles of Marketing, 13-17 ed. or later (Global or International Edition), Pearson 2. M. R. Solomon, G. W. Marshall, E. W. Stuart, Marketing: Real People, Real Choices (Global Edition), Pearson 3. K. L. Keller, Strategic Brand Management. Building, Measuring, and Managing Brand Equity, Global Edition (4th ed. or later), Pearson
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Knowledge about principles of marketing 2. Knowledge about marketing instruments and strategies 3. Knowledge about digital transformation of marketing <p>SKILLS</p> <ol style="list-style-type: none"> 1. Ability to analyse marketing environment 2. Ability to identify competitive advantage sources 3. Ability to identify customer value sources <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. Critical thinking about marketing activities
A list of topics	<ol style="list-style-type: none"> 1. Defining Marketing and the Marketing Process 2. Analysing the Marketing Environment: PESTEL and Porter's 5 Forces Concepts, Portfolio Analysis, SWOT Analysis 3. Marketing Research and Consumer Behaviour 4. Customer-Driven Marketing Strategy and Creating Competitive Advantage 5. Customer-Based Brand Equity and Brand Positioning 6. Products, Services and Brands: Building Customer Value; New Product Development and Product Life-Cycle Strategies 7. Pricing and Pricing Strategies: Capturing Customer Value 8. Marketing Channels: Delivering Customer Value 9. Integrated Marketing Communication: Strategy, Tools: Advertising and PR, Personal Selling and Sales Promotion, Direct and Online Marketing
Teaching methods	Informative lecture with examples, case-studies, discussion, problem solving
Assessment methods	Attendance, activity during class, group project, case studies