



Subject card

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|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Marketing, PG_00039964                                                                                                                                                                                                                                                                                    |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                                                                                                                                                           |            |     |
| Field of study                              | Management and Production Engineering, Management and Production Engineering                                                                                                                                                                                                                              |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                                                                                                                                                           |            |     |
| Date of commencement of studies             | October 2020                                                                                                                                                                                                                                                                                              | Academic year of realisation of subject                  |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | 2022/2023                                                                                                                                                                                                                                 |            |     |
| Education level                             | first-cycle studies                                                                                                                                                                                                                                                                                       | Subject group                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | Obligatory subject group in the field of study                                                                                                                                                                                            |            |     |
| Mode of study                               | Full-time studies                                                                                                                                                                                                                                                                                         | Mode of delivery                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | at the university                                                                                                                                                                                                                         |            |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                         | Language of instruction                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | Polish                                                                                                                                                                                                                                    |            |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                         | ECTS credits                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | 2.0                                                                                                                                                                                                                                       |            |     |
| Learning profile                            | general academic profile                                                                                                                                                                                                                                                                                  | Assessment form                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | assessment                                                                                                                                                                                                                                |            |     |
| Conducting unit                             | Department of Manufacturing and Production Engineering -> Faculty of Mechanical Engineering and Ship Technology                                                                                                                                                                                           |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                                                                                                                                                           |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                        |                                                          | dr hab. inż. Dariusz Fydrych                                                                                                                                                                                                                                                                                                                                                                                                    |                                     |                                                                                                                                                                                                                                           |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                  |                                                          | dr hab. inż. Dariusz Fydrych                                                                                                                                                                                                                                                                                                                                                                                                    |                                     |                                                                                                                                                                                                                                           |            |     |
| Lesson types and methods of instruction     | Lesson type                                                                                                                                                                                                                                                                                               | Lecture                                                  | Tutorial                                                                                                                                                                                                                                                                                                                                                                                                                        | Laboratory                          | Project                                                                                                                                                                                                                                   | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                     | 30.0                                                     | 0.0                                                                                                                                                                                                                                                                                                                                                                                                                             | 0.0                                 | 0.0                                                                                                                                                                                                                                       | 0.0        | 30  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                            |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                                                                                                                                                           |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                         | Participation in didactic classes included in study plan |                                                                                                                                                                                                                                                                                                                                                                                                                                 | Participation in consultation hours |                                                                                                                                                                                                                                           | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                     | 30                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                 | 3.0                                 |                                                                                                                                                                                                                                           | 17.0       | 50  |
| Subject objectives                          | The aim of the course is to familiarize students with the principles of the market and their self-identification. Students will acquire knowledge of marketing activities for the positioning of goods and services on the market. The student learns the basics of creating an effective marketing plan. |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                                                                                                                                                           |            |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                                                                                                            |                                                          | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     | Method of verification                                                                                                                                                                                                                    |            |     |
|                                             | K6_U05                                                                                                                                                                                                                                                                                                    |                                                          | The student is able to identify processes and dependencies in selected areas of production management. The student is able to select the methods of task analysis to the planned long and short-term goals.                                                                                                                                                                                                                     |                                     | [SU2] Assessment of ability to analyse information<br>[SU3] Assessment of ability to use knowledge gained from the subject<br>[SU4] Assessment of ability to use methods and tools                                                        |            |     |
|                                             | K6_W06                                                                                                                                                                                                                                                                                                    |                                                          | The student is able to identify the impact of technical progress on the market of products and services. The student understands the relationship between supply and demand and is able to identify the basic types of market competition.                                                                                                                                                                                      |                                     | [SW3] Assessment of knowledge contained in written work and projects<br>[SW1] Assessment of factual knowledge                                                                                                                             |            |     |
|                                             | K6_K02                                                                                                                                                                                                                                                                                                    |                                                          | The student appreciates the importance of self-expanding knowledge and skills in the field of enterprise functioning. The student defines the principles of managing people in distribution and promotion management systems. The student is able to indicate the appropriate methods and tools to activate the activities of distribution channels and achieve the desired effectiveness of the selected promotional strategy. |                                     | [SK4] Assessment of communication skills, including language correctness<br>[SK5] Assessment of ability to solve problems that arise in practice<br>[SK3] Assessment of ability to organize work<br>[SK1] Assessment of group work skills |            |     |

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| Subject contents                                               | General information: technosphere, production and technological processes, market. Introduction to marketing: The concept and essence of marketing. Marketing orientations. Marketing in a modern enterprise. Marketing compositions, marketing mix. Decision-making and purchasing processes. Market segmentation. Marketing research: Typology of information. Research typology. Marketing research reports. Strategic and operational marketing: Strategic analysis. Assortment management policy. Product Policy. Pricing policy. Distribution Policy. Direct Marketing: Basic Concepts and Definitions. Direct Marketing Tools. Conducting direct marketing operations. Point-of-sale marketing: Conditions for establishing a company. Organization of purchases and negotiations. Distributor Policy. Industrial Marketing: Basics of Industrial Marketing. Market-oriented business. Computer-aided design, manufacturing and market integration: Internet Marketing. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Prerequisites and co-requisites                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Percentage of the final grade |
|                                                                | Semester/diploma dissertation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 100.0%                        |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ol style="list-style-type: none"> <li>1. Eugeniusz Michalski Marketing. PWN 2006</li> <li>2. Krystyna Mazurek-Łopacińska Badania Marketingowe. Teoria i praktyka., PWN 2008</li> <li>3. H. Howaniec, Zaangażowanie społeczne przedsiębiorstw jako element marketingu wartości, CeDeWu, Warszawa 2019</li> <li>4. Paul A. Samuelson, William D. Nordhaus Ekonomia, PWN 2008</li> <li>5. Kotler P. Marketing. Analizowanie, planowanie, wdrażanie i kontrola, PWN 2001</li> <li>6. Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0, MT Biznes, Warszawa 2017</li> <li>7. H. Howaniec, Zaangażowanie społeczne przedsiębiorstw jako element marketingu wartości, CeDeWu, Warszawa 2019.</li> <li>8. M. Grigsby, Marketing analytics. Jak skutecznie korzystać ze statystyk, analiz, modeli i big data w marketingu, PWN, Warszawa 2019.</li> <li>9. Marketing w erze technologii cyfrowych. Nowoczesne koncepcje i wyzwania, red. nauk., B. Gregor, D. Kaczorowska-Spychalska, PWN, Warszawa 2018.</li> <li>10. Jacek Kotarbiński, Marka 5.0, Wydawnictwo Naukowe PWN, Warszawa 2021</li> </ol> |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <ol style="list-style-type: none"> <li>1. Frąckiewicz E. "Marketing internetowy", PWN 2006</li> <li>2. Materials (books, articles, films, internet resources, examples) from the teacher (posted on the e-course)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Example issues/<br>example questions/<br>tasks being completed | <ol style="list-style-type: none"> <li>1. Marketing as a way of thinking about the market and Marketing-mix</li> <li>2. Market research and target market</li> <li>3. Industrial and Consumer Products and Sensory Marketing</li> <li>4. Advertising part 1 - types of advertising, tools, advertising ethics</li> <li>5. Advertising, part 2 - psychology of advertising, history of selected brands</li> <li>6. Product on the market and price policy</li> <li>7. Public Relations</li> <li>8. Consumers</li> <li>9. Distribution</li> <li>10. Internet Marketing</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |