



Subject card

Subject name and code	Marketing and Distribution, PG_00042014						
Field of study	Power Engineering, Power Engineering, Power Engineering, Power Engineering, Power Engineering						
Date of commencement of studies	October 2020		Academic year of realisation of subject		2021/2022		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		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 inż. Krzysztof Doerffer				
	Teachers		dr inż. Krzysztof Doerffer 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						
	Adresy na platformie eNauczanie: Marketing i dystrybucja, W, Energetyka, sem. 3, PG_00042014 - Moodle ID: 19667 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=19667						
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_W71] has general knowledge in humanistic, social, economic or legal sciences		The student knows the rules governing the market and is able to identify them independently in the analyzed examples. The student knows and understands the rules related to the positioning of goods and services on the market.		[SW1] Assessment of factual knowledge		
	K6_W07		The student knows and understands the methods and tools for designing and controlling the product life cycle on the market. The student knows and can apply the principles of product and price management as well as the selection and segmentation of the target market. The student is able to identify the needs and the area scope and choose the methods of managing distribution channels and promotional activities.		[SW2] Assessment of knowledge contained in presentation [SW1] Assessment of factual knowledge		

Subject contents	<p>General note: techno sphere, production process and market.</p> <p>Introduction to marketing: Concept and the essence of marketing, The concept of operational and strategic marketing, Application areas of marketing, Economic analysis in the application of marketing, Marketing analysis taking into account the types of market and environmental elements, Decision-making and purchasing processes, Market segmentation.</p> <p>Marketing research: Typology of information, Typology of research, Research project, Example, research in the form of case study.</p> <p>Operational and strategic marketing: Strategic analysis, Management range, Product policy, Pricing policy, Distribution policy.</p> <p>Direct marketing: Basic concepts and definitions, Tool of direct marketing, Conduct direct marketing operations.</p> <p>Marketing outlets: Conditions of the company seated, Organization of purchasing and negotiations, Policy distributions.</p> <p>Industrial marketing: Basic concepts of industrial marketing, Market oriented activities, Computer integration of design, manufacture and market, Internet marketing.</p>		
Prerequisites and co-requisites	<p>Management - a business plan</p> <p>Financial Management</p>		
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"> 1. Eugeniusz Michalski Marketing. PWN 2006 2. Krystyna Mazurek-Łopacińska Badania Marketingowe. Teoria i praktyka., PWN 2008 3. Gilbert A. Churchill Badania Marketingowe. Podstawy metodologiczne, PWN 2002 4. Paul A. Samuelson, William D. Nordhaus Ekonomia, PWN 2008 5. Kotler P. Marketing. Analizowanie, planowanie, wdrażanie i kontrola, PWN 2001 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Frąckiewicz E. "Marketing internetowy", PWN 2006 2. Materials (books, articles, films, internet resources, examples) from the teacher (posted on the e-course) 	
	eResources addresses	<p>Marketing i dystrybucja, W, Energetyka, sem. 3, PG_00042014 - Moodle ID: 19667</p> <p>https://enauczanie.pg.edu.pl/moodle/course/view.php?id=19667</p>	

Example issues/ example questions/ tasks being completed	1. Marketing as a system of thought 2. Marketing-mix 3. Product Marketing Planning 4. Target market 5. Promotion of products 6. Types of advertising and advertising ethics 7. Psychology of advertising and sensory marketing 8. Advertising language 9. Product on the market and price policy 10. Public Relations 11. Consumers 12. Distribution 13. Internet Marketing
Work placement	Not applicable