



Subject card

Subject name and code	Essentials of Marketing, PG_00033411						
Field of study	Mechatronics, Mechatronics						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2020/2021		
Education level	first-cycle studies	Subject group					
Mode of study	Full-time studies	Mode of delivery			e-learning		
Year of study	1	Language of instruction			Polish		
Semester of study	1	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. Aleksandra Wiśniewska					
	Teachers	dr inż. Aleksandra Wiśniewska dr inż. Krzysztof Doerffer dr inż. Mieczysław Siemiątkowski					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 15.0						
	Podstawy Marketingu - wybieralny, Mtr, sem.01 - Moodle ID: 7014 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=7014						
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	15	0.0		0.0		15
Subject objectives	The aim of the lecture is to familiarize the student with the rules governing the market and their self-identification. The student will acquire knowledge of marketing activities related to positioning goods and services in the market. The student will learn the basics of creating an effective marketing action plan.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	K6_K01	The student knows and understands the use of basic methods and tools to implement market objectives. The student uses the knowledge obtained in the various modules to assess the non-technical effects of engineering activities and adopts responsible attitudes. The student defines the principles of managing people in quality systems. The student knows and is able to apply the principles of leadership and motivation.			[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice		
	K6_K02	The student understands the need to update their knowledge and is able to identify and use the sources of knowledge. The student knows the principles of Continuing Improvement and the benefits of skilful use of the potential of human resources in terms of creativity and innovation.			[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

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			
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>Podstawowe</p> <p>https://enauczanie.pg.edu.pl/moodle/mod/url/view.php?id=438345 - Marketing. The Academic Handbook is a textbook for teaching the basics of marketing. It is characterized by many substantive and didactic advantages. It shows the interdisciplinarity of marketing by considering its rules against the background of issues from economics, history of economic thought, economics of consumption, merchandising and finance. It emphasizes the relationship between marketing and management and its functions. The assimilation of the material is facilitated by the form - a clear division of the content into general and specific issues, using many examples, including those from Polish practice, which positively distinguishes this textbook from translated works, presenting complex content in an accessible language, richly illustrated with original drawings, adapting the content to Polish needs students. At the same time, the textbook enables each lecturer to make a flexible selection of parts, chapters and even issues, depending on the type of university. An additional advantage of the textbook is the Online Study Guide, adapted to its layout, also developed by Eugeniusz Michalski. Its task is, on the one hand, to help students master knowledge, and on the other - to help lecturers to create an attractive form of transferring this knowledge. The guide contains Proposals for lecturers, Tips for students, short Summaries of the relevant chapters of the textbook, Tests with Answers, Marketing Case Studies, Guidelines for Marketing Projects, a Set of Drawings Selected from the Textbook, and Supplementary Literature.</p>	

Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none">1. Marketing as a system of thought2. Marketing-mix3. Product Marketing Planning4. Psychology of advertising and the language of advertising5. Image building - PR6. Consumers - their needs and desires7. Target market and market segmentation8. Internet Marketing
Work placement	Not applicable