



## Subject card

Subject name and code	, PG_00061835						
Field of study	Management and Production Engineering						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		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		4.0		
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						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	15.0	0.0	0.0	45
	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	45		0.0		0.0	45
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
	[K7_K01] is aware of the need to expand knowledge and verify the methods of solving problems by consulting experts	The student uses external sources: expert experiences when building a marketing strategy for products and services.	[SK1] Assessment of group work skills [SK2] Assessment of progress of work [SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice
	[K7_U01] can obtain information from literature, databases and others sources, also in English or another foreign language recognized as the language of international communication in a given engineering discipline; is able to integrate the obtained information, interpret it, as well as draw conclusions and formulate and justify opinions.	The student uses external sources: scientific studies, analyses, implementation examples when building a marketing strategy for products and services.	[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task
	[K7_K02] is aware of the importance and understanding of non-technical aspects and effects of engineering activities, including its impact on the environment, and the related responsibility for decisions made demonstrates knowledge of actions to reduce risk and anticipate the social impact of engineering and manufacturing activities	When designing market plans, the student takes into account the applicable ethical principles and legal provisions, in particular those relating to environmental protection and the principles of sustainable development.	[SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice
	[K7_W01] knows and understands to a greater extent selected issues in the field of management and quality sciences and mechanical engineering, their location in the field of social sciences and engineering and technical sciences, as well as relationships with related disciplines, and sees the possibility of applying the knowledge in practice.	The student is able to identify the processes needed to prepare and implement an effective marketization strategy for a selected product or service. In his work, he uses methods and tools to support sales selected based on the analysis of the target market and its segmentation.	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
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	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 6. Magdalena Kowalska. Marketing relacji w dobie technologii cyfrowych narzędzia komunikacji online w kreowaniu relacji z klientami, Polskie Wydawnictwo Ekonomiczne, 2023 7. Jakub Kowalczyk, Social Media Marketing. Marketing w Mediach Społecznościowych, 2022 8. Artur Sawicki, Henryk Mruk. Marketing koncepcje i doświadczenia, Wydawnictwo Bernardinum 2021 9. Zygmunt Waśkowski. Marketing podręcznik akademicki, Uniwersytet Ekonomiczny 2022 10. Greg Elliot and company. Marketing, Wydawca Wiley 2023	

	Supplementary literature	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	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	1. Marketing as a way of thinking about the market and Marketing-mix  2. Market research and target market  3. Industrial and Consumer Products and Sensory Marketing  4. Advertising part 1 - types of advertising, tools, advertising ethics  5. Advertising, part 2 - psychology of advertising, history of selected brands  6. Product on the market and price policy  7. Public Relations  8. Consumers  9. Distribution  10. Internet Marketing	
Work placement	Not applicable	