



## 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<br>[SK2] Assessment of progress of work<br>[SK3] Assessment of ability to organize work<br>[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<br>[SU4] Assessment of ability to use methods and tools<br>[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<br>[SK3] Assessment of ability to organize work<br>[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<br>[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   | <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. Gilbert A. Churchill Badania Marketingowe. Podstawy metodologiczne, PWN 2002</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. Magdalena Kowalska. Marketing relacji w dobie technologii cyfrowych narzędzia komunikacji online w kreowaniu relacji z klientami, Polskie Wydawnictwo Ekonomiczne, 2023</li> <li>7. Jakub Kowalczyk, Social Media Marketing. Marketing w Mediach Społecznościowych, 2022</li> <li>8. Artur Sawicki, Henryk Mruk. Marketing koncepcje i doświadczenia, Wydawnictwo Bernardinum 2021</li> <li>9. Zygmunt Waśkowski. Marketing podręcznik akademicki, Uniwersytet Ekonomiczny 2022</li> <li>10. Greg Elliot and company. Marketing, Wydawca Wiley 2023</li> </ol> |   |

|  |   |   |
|--|---|---|
|  | Supplementary literature  | <p>1. Frąckiewicz E. "Marketing internetowy", PWN 2006</p> <p>2. Materials (books, articles, films, internet resources, examples) from the teacher (posted on the e-course)</p> |
|  | eResources addresses  | Adresy na platformie eNauczenie:  |
| 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  |   |