#### card of course

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| Subject name | Foundations of marketing |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Michał Furmanek |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Interdisciplinary/Practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | II |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | To provide students with knowledge of basic marketing concepts, terms and strategies. |
| C2 | Acquiring knowledge about the types, forms and channels of marketing activities |
| C3 | Learning about forms of marketing (visual, verbal, controversial, including social, cultural, educational aspects) |
| C4 | Transferring knowledge on creating marketing content based on target groups characterized by specific age, place of residence, social competences, needs |
| C5 | Marketing campaign analysis |
| C6 | Developing students' competences in understanding marketing goals, advertiser's intentions and how marketing campaigns are perceived by the recipient |
| C7 | Developing the ability to apply acquired knowledge regarding creating a marketing strategy to create a marketing plan. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Possesses knowledge of key concepts in the field of marketing, understands the essence and mechanisms of functioning of the organization in relations with customers | Z1\_W04  Z1\_W08  Z1\_W13 | X |  |  | X |
| W2 | The student knows and understands the principles of designing customer-oriented marketing strategies | X |  |  | X |
| W3 | The student has theoretical knowledge of marketing and its types, methods of operation, and advertiser's intentions. | X |  |  | X |
| W4 | The student has knowledge of the methods, tools and techniques of data acquisition appropriate for marketing campaigns, allowing to describe the process of their creation and implementation | X |  |  | X |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | The student is able to use basic theoretical knowledge of marketing to interpret, describe and practically analyze marketing activities. | Z1\_U01  Z1\_U04  Z1\_U05  Z1\_U07  Z1\_U18 | X |  | X |  |
| U2 | The student is able to use modern tools appropriate for a marketing campaign. | X |  | X |  |
| U3 | The student is able to take on various professional roles related to the field of study | X |  | X |  |
| U4 | The student is able to analyze the marketing environment using the PEST tool, BCG matrix and SWOT | X |  | X |  |
| U5 | The student is able to analyze marketing campaigns and create their own campaign projects and marketing strategies: is able to select the information obtained, has the practical ability to prepare typical texts necessary to implement a marketing project | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Thinks and acts creatively, focuses on implementing tasks and achieving goals, has the ability to make decisions in the field of basic marketing tools and strategies. | Z1\_K02 | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** | 15 | 15 |  |  |  |  |  |  |  | 2 |
| **NST** |  | 10 |  |  |  |  |  | 10 |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: LECTURE

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| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to  the effects in question  learning | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | The concept, origin and essence of marketing, marketing concepts | W1, W3 | X |  |  | X |
| 2. | Basic concepts related to marketing, the market and understanding customer needs | W1 | X |  |  | X |
| 3. | Designing a customer-centric marketing strategy | W2 | X |  |  | X |
| 4. | Marketing strategy and marketing mix | W2, W3 | X |  |  | X |
| 5. | Marketing environment analysis and market segmentation | W4 | X |  |  | X |
| 6. | Product on the market, brand strategy, service marketing | W1, W4 | X |  |  | X |
| 7. | Market price | W1 | X |  |  | X |
| 8. | Advertising and public relations | W1 | X |  |  | X |
| 9. | Discussion and summary of classes |  | X |  |  | X |

TYPE OF CLASSES: EXERCISES

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| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to  the effects in question  learning | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Introducing marketing knowledge, types of tools, best marketing campaigns. | U1, U2, K1 | X |  | X |  |
| 2. | Fundamentals of marketing campaign implementation - research, target groups, social and cultural conditions, needs | U2, U5 | X |  | X |  |
| 3. | Storytelling, controversial marketing, marketing channels, audiovisual tools | U2, U4 | X |  | X |  |
| 4. | Analysis of selected marketing campaigns | U2, U3, U5, K1 | X |  | X |  |
| 5. | Improving basic marketing skills in the field of BCG matrix analysis, SWOT analysis | U2, U3, U4, K1 | X |  | X |  |
| 6. | Marketing environment analysis (PEST) – case study analysis, own analysis | U2, U3, U4, K1 | X |  | X |  |
| 7. | Consumer behavior and analysis of purchasing decision-making factors – case study analysis, tasks | U1, U2, K1 | X |  | X |  |
| 8. | Applying the marketing mix in practice | U2, U5, K1 | X |  | X |  |
| 9. | Working on a marketing strategy project. | U2, K1 | X |  | X |  |
| 10. | Summary of classes and discussion of grades |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indicating and describing methods of conducting classes and verifying the achievement of learning outcomes, e.g. debate, case study, preparation and defense of a project, complex multimedia presentation, solving problem-solving tasks, situation simulations, study visit, simulation games + description of a given method):

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| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W4 | Classes with multimedia elements, exercises in the essence, marketing concepts, strategy design and use of marketing tools | Exam: Knowledge Test  - 100% final grade from the lecture | Student's graded test |
| SKILLS | | | |
| U1-U5 | Classes using multimedia, exercises in the analysis of the marketing environment, solving problems related to the design and implementation of marketing campaigns, joint search for solutions during a moderated discussion | Task 1: Preparation of a draft of the selected marketing strategy (for U2)  - 50% of the final grade from the exercises  Task 2: A dissertation/essay analyzing a given marketing campaign in written form  - 50% of the final grade from the exercises | Evaluated student work on tasks 1 and 2 |
| SOCIAL COMPETENCES | | | |
| K1 | Classes using multimedia, exercises in the analysis of the marketing environment, solving problems related to the design and implementation of marketing campaigns, joint search for solutions during a moderated discussion | Task 1: Preparation of a draft of the selected marketing strategy (for U2)  - 50% of the final grade from the exercises  Task 2: A dissertation/essay analyzing a given marketing campaign in written form  - 50% of the final grade from the exercises | Evaluated student work on tasks 1 and 2 |

3.6. Assessment criteria for the achieved learning outcomes

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| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

* Armstrong Gary; Kotler Philip, Marketing: an introduction, Pearson Education, Harlow 2015.
* Baines Paul; Fill Chris; Page Kelly, Marketing, Oxford University Press, Oxford 2008.
* Gregor B., Kaczorowska-Spychalska D. (red.), Marketing w erze technologii cyfrowych : nowoczesne koncepcje i wyzwania, Wydawnictwo Naukowe PWN, Warszawa, 2019
* Kotler, Philip. Marketing 5.0 : technologie Next Tech Warszawa : MT Biznes, 2021

**Supplementary**

* Ouwersloot Hans; Duncan Tom, Integrated Marketing Communications, McGraw-Hill London 2008
* Ph., Kotler, Marketing 4.0: era cyfrowa, Warszawa: MT Biznes, 2017.
* S. Antczak (red.), *Marketing: wybrane problemy,* Warszawa: Wydawnictwo Akademii Obrony Narodowej,  2016.

4. Student workload - ECTS points balance

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| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **20** |
| Classes included in the study plan | 30 | 20 |
| **Student's own work** | **20** | **30** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 15 |
| Preparation for passing classes | 10 | 15 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |