

Polish course name	<b>MARKETING I BADANIA MARKETINGOWE</b>
English course name	<b>MARKETING AND MARKETING RESEARCH</b>
Course code	<b>WIP-MDL-D1-MAMR-04</b>
Field of study	<b>Materials design and logistics</b>
Level of qualification	<b>First degree</b>
Form of study	<b>Full-time</b>
Semester	<b>4</b>
Number of ECTS points	<b>2</b>
Ways of assessment	<b>Test</b>

**Number of hours per semester**

<b>Lecture</b>	<b>Seminar</b>	<b>Classes</b>	<b>Laboratory</b>	<b>Project</b>
15		15		

**TEACHERS:**

Dr inż. Zbigniew Skuza,

Dr inż. Cezary Kolmasiak,

Dr inż. Teresa Bajor.

**COURSE OBJECTIVES:**

- › **C1** Providing students with knowledge in the field of marketing.
- › **C2** To acquaint students with the methods of researching the needs and expectations of buyers.

**PRELIMINARY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES:**

1. Basic knowledge of entrepreneurship and business management.
2. Ability to work independently and in a group.
3. Ability to use literature sources and internet resources.

## **COURSE CONTENT**

### **LECTURE**

- › **L1, L2** The essence of marketing.
- › **L3, L4** Product.
- › **L5, L6** Price.
- › **L7, L8** Distribution.
- › **L9, L10** Special offer.
- › **L11** Market segmentation.
- › **L12** Consumers and their behaviour on the market.
- › **L13** Marketing information system.
- › **L14** Marketing plan.
- › **L15** Summary of the lectures.

### **CLASSES**

- › **C1** Presentation of the principles of obtaining a credit from the exercises.  
Discussion of the scope of the subject matter of the classes.
- › **C2, C3** The essence of marketing.
- › **C4, C5** Marketing research.
- › **C6** Industrial Marketing.
- › **C7** Marketing of services.
- › **C8** E - Marketing.
- › **C9** Marketing in international exchange.
- › **C10, C11** Price strategy.
- › **C12** Distribution of goods.
- › **C13** Promotion as a marketing tool.
- › **C14** Information systems in marketing.
- › **C15** Summary of exercises - test.

### **BASIC REFERENCES**

1. P. Kotler: Marketing, Dom Wydawniczy REBIS, Poznań 2005 r.
2. G. Armstrong, P. Kotler: Marketing: wprowadzenie, Wolters Kluwer Polska Sp. z o. o., Warszawa 2012 r.
3. A. I. Baruk, A. Dzdowski, K. Hys: Marketing dla inżynierów, Polskie Wydawnictwo Ekonomiczne, Warszawa 2021 r.

4. J. Westwood: Droga do Sukcesu - Jak stworzyć plan marketingowy, Lingea Sp z o. o., Kraków 2021 r.
5. M.B. Wood: Plan marketingowy, Polskie Wydawnictwo Ekonomiczne, Warszawa 2007 r.
6. K. Mazurek – Łopacińska: Badania marketingowe: teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa 2005 r.
7. B. Pilarczyk, H. Mruk: Kompendium wiedzy o marketingu, Wydawnictwo Naukowe PWN, Warszawa, 2013 r.

## **SUPPLEMENTARY REFERENCE MATERIALS**

1. Z. Skuza. C. Kolmasiak: Działania promocyjne w szkolnictwie wyższym – analiza przypadku, Monografie nr 69, Wydawnictwo Wydziału Inżynierii Produkcji i Technologii Materiałów Politechniki Częstochowskiej, Częstochowa 2017 r., str. 153 – 167.
2. M. Ogórek, T. Bajor: Wybrane zagadnienia dotyczące usprawnienia procesów w przedsiębiorstwie, Redakcja monografii nr 58, Wydawnictwo Wydziału Inżynierii Produkcji i Technologii Materiałów Politechniki Częstochowskiej, Częstochowa, 2016 r., (ISBN: 978-83-63989-41-5).

## **LEARNING OUTCOMES**

- › **EU1** The student has basic knowledge in the field of marketing.
- › **EU2** The student has knowledge of marketing research methods.

## **TEACHING TOOLS**

- › Multimedia presentations.
- › Classes - solving problem tasks with the help of the teacher.
- › CUT e-learning platform.

## **WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)**

- › **F1.** Assessment of activity during classes.
- › **F2.** Assessment of self-preparation for exercises.
- › **P1.** Final test.

## **STUDENT WORKLOAD**

Form of activity	Number of hours	ECTS
Contact hours with the teacher		
Lectures	15	0,6
Seminar		
Classes	15	0,6
Laboratory		
Project		
Test	2	0,08
Exam		
Total contact hours	32	1,28
Student's own work		
Getting acquainted with the indicated literature	5	0,2
Preparation for seminar		
Preparation for classes	5	0,2
Preparation for lab		
Project preparation		
Consultation	3	0,12
Preparation for the test	5	0,2
Total student's own work	18	0,72
<b>Total number of hours/ ECTS points for the course</b>	<b>50</b>	<b>2,0</b>

#### ADDITIONAL INFORMATION

Timetable of classes	<a href="https://usosweb.pcz.pl/">https://usosweb.pcz.pl/</a>
Information about the consultation (time	<a href="https://usosweb.pcz.pl/">https://usosweb.pcz.pl/</a>

+ place)	
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### MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program	Course objectives	Course content	Ways of assessment
EU 1	K_W07,	C1	L1 - L15	F1
EU 2	K_U04,	C2	C1 - C15	F2 P1

### FORM OF ASSESSMENT - DETAILS

**EU1** The student has basic knowledge in the field of marketing.

- › 2,0 The student has no basic knowledge of marketing.
- › 3,0 The student has some basic knowledge of marketing.
- › 3,5 The student has almost basic knowledge in the field of marketing.
- › 4,0 The student has a good basic knowledge of marketing.
- › 4,5 The student has an almost very good basic knowledge of marketing.
- › 5,0 The student has a very good basic knowledge of marketing.

**EU2** The student has knowledge of marketing research methods.

- › 2,0 The student has no basic knowledge of marketing research methods.
- › 3,0 The student partially has a basic knowledge of marketing research methods.
- › 3,5 The student has almost a basic knowledge of marketing research methods.
- › 4,0 The student has a good basic knowledge of marketing research methods.
- › 4,5 The student has an almost very good knowledge of the methods of marketing research.

- › 5,0 The student has a very good basic knowledge of marketing research methods.