

COURSE GUIDE

<u>Course title</u>	Marketing of Local Government
<u>Specialization</u>	Management
<u>Form of study</u>	Full-time studies
<u>Qualification level</u>	Second-degree studies
<u>Year</u>	2
<u>Semester</u>	IV
<u>Unit running the program</u>	Department of Marketing
<u>Author</u>	dr inż. Katarzyna Łazorko
<u>Profile</u>	General academic
<u>Number of ECTS credits</u>	2

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
15	15	–	–	–

COURSE OBJECTIVE

O1. Acquiring of knowledge concerning rules, methods and tools that enable reaching and influencing target groups of territorial marketing.

O2. Acquiring skills to use rules, methods and tools that enable effective marketing introduction within territorial units.

INITIAL REQUIREMENT FOR THE KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

The student knows the basic knowledge about territorial institutions functioning.

The student is able to indicate basic rules of management within territorial institutions.

The students knows concepts of economy within cities and regions.

The students knows basic concepts of marketing management.

THE EFFECTS OF LEARNING

EU 1 – The student is able to identify the idea, aims and objects of territorial marketing.

EU 2 – The student is able to indicate main target groups of territorial marketing.

EU 3 – The student can analyse marketing situation of the unit.

EU 4 – The student identifies main objectives of marketing strategy for the territorial unit.

COURSE CONTENT

Form of teaching – LECTURE 15 hours	Number of hours
L1– Introduction to the course. Idea of self governance in Poland.	1
L2– Presentation of territorial marketing concept and its main components.	1
L3, 4 – Analysing and estimation of marketing options for different levels of territorial units. Strategic planning.	2
L5, 6 – Levels of territorial marketing and target groups. Behaviours of strategies' addressees.	2
L7 – Integration of marketing tool. Synergy. Branding.	1
L8 – Marketing strategies for territorial units. Creative development of region's attractiveness.	1
L9, 10 – Placement of territorial unit, its identity, image and brand strategies.	2
L11, 12 – Process of effective communication between local government and its target groups.	2
L13, 14 – Marketing management in organisational structure of local government units.	2
L15 – Summary.	1
Form of teaching – CLASSES 15 hours	Number

	of hours
C 1,2 – Organizational activities (introductory) – discussion on rational marketing practice.	2
C 3–5 – Introduction and discussion on the idea, goals and objectives of territorial marketing – case studies.	3
C 6–7 – Working in groups – indicating factors influencing attractiveness and competitiveness factors of territorial marketing units. Analysing their strategy position.	2
C 8–9 – Introduction of marketing mix tools for territorial marketing. Research for local governments.	2
C 10–11– Preparation of marketing campaign for different territorial units.	2
C 12–14 – Presentation and discussion on projects.	3
C 15 – Final test.	1

TEACHING TOOLS

Textbooks, internet sources including presentations, web pages, articles

Audio–visual equipment

Case studies

Power Point presentations

WAYS OF ASSESSMENT (F – FORMING, P – SUMMARY)

F1. Group work

P1. Presentations of marketing strategies (oral presentations and paperwork)

P2. Written test

STUDENT WORKLOAD

Activity	Average number of hours to complete the activity
1. Contact hours with the teacher	30
2. Preparation of oral presentation and paperwork	10
3. Consulting with the teacher	10
Total	50
TOTAL NUMBER OF ECTS CREDITS FOR THE COURSE	2

BASIC AND SUPPLEMENTARY LITERATURE

Basic literature:

C.Hackley, *Advertising and Promotion*, Sage, 2005.

J.Egan, *Relationship Marketing*, Pearson, 2011.

G.Elliot, S.Rundle, D.Waller, *Marketing*, J.Willey&Sons, 2012.

K.Bachnik, *Consumer Behaviour: Implications for Marketing*, SGH, 2016.

upplementary literature:

The Impact of the Digital World on Management and Marketing (pod red. G.Mazurek, J.Tkaczyk), Kozminski University, 2016.

TEACHERS (NAME, SURNAME, ADRES E–MAIL)

dr inż. Katarzyna Łazorko, katarzyna.lazorko@wz.pcz.pl

MATRIX OF REALIZATION OF LEARNING EFFECTS

The learning effect	Reference to the effects of the defined effects for the entire program (PEK)	Course aims	Course content	Teaching tools	Evaluation method
EU 1	K_W04, K_U06, K_K06	C1, C2	L1–4, C1–5	1,2,3	F1; P1; P2
EU 2	K_W10, K_U06, K_K06	C1, C2	L5,6, C4	1,2,3	F1; P1; P2
EU 3	K_W10, K_U02, K_U03, K_K06	C1, C2	L3,4,8 C6,7,8	1,2,3	F1; P1;
EU 4	K_W12, K_U02, K_U04, K_K06	C1, C2	L7,9–14 C9–14	1,2,3	F1; P1; P2

EVALUATION FORM – DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
Effect 1	The student is not able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing.	The student is able to identify the idea, aims and objects of territorial marketing and can indicate adequate examples.
Effect 2	The student is not able to indicate main target groups of territorial marketing.	The student is able to indicate some target groups of territorial marketing.	The student is able to indicate all target groups of territorial marketing and present some characteristics of them.	The student is able to indicate all target groups for the unit and precisely describe them.
Effect 3	The student can't analyse marketing situation of the unit.	The student can analyse marketing situation of the unit perfunctorily.	The student can analyse marketing situation of the unit precisely.	The student can analyse marketing situation of the unit precisely indicating main factors influencing further steps to prepare the marketing strategy.
Effect 4	The student can't identify main objectives of marketing strategy for the territorial unit.	The student identifies main objectives of marketing strategy for the territorial unit.	The student identifies all objectives of marketing strategy for the territorial unit and can indicate some marketing tools to reach the goals.	The student identifies all objectives of marketing strategy for the territorial unit and indicates marketing tools to reach the goals precisely.

OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information where students can get acquainted to the classes, instructions to the lab, etc. – the information is presented to students during the first class, if required they are sent via email to the email addresses of groups of students.

Information about the schedule of classes – information can be found on the department's website.

Information about the time and date of classes – information can be found on the department's website.

Information for consultation (time + location) – are given to students at the first meeting and can also be found on the department's website or in the information display case of the Department of Marketing (main building WZ – room 314 and room 45 in DS4 building).