

Course description Faculty of Management  
E. Kwiatkowski University of Business and Administration  
in Gdynia academic year 2021/2022

**1. Course information in compliance with the Study Programme of  
MANAGEMENT**

Course Name: <b>Fundamentals of Marketing</b>						Course Code: <b>B7</b>			
Type of studies: <b>Bachelor's Full-time / Part-time</b>			Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>			
Year: <b>I</b> Term: <b>2</b>			Course /module status: <b>obligatory / basic education</b>			Course / module language: <b>English</b>			
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	0,8	2,0
including practical classes	-	15	-	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,2	2,0
including practical classes	-	10	-	-	10	1	0,4	0,6	1,0
Form of examination	<b>Graded pass / Exam</b>								
Course / module Coordinator	<b>dr Anna Białk-Wolf</b>								
Lecturers	<b>dr Anna Sperska</b>								
Priority effects of the item specified in the Senate resolution		<b>Z_W02, Z_W07, Z_U02, Z_K02</b>							

**2. Lecturer tasks**

**Course learning objectives:**

The goal of the subject is to acknowledge students with basic terms and tools used in marketing. The goal is also the ability to analyse and understand market environment and creating successful marketing strategies.

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
<b>Knowledge</b>		
<b>W_01</b>	The student knows and understands methods and tools at an advanced level used in the international market in terms of activities marketing, including the specificity of intercultural and international marketing management allowing for description processes taking place in them, relations between them, including their practical applications.	<b>Z_W02</b>
<b>W_02</b>	The student knows and understands the competences of managers and entrepreneurs in the area of marketing at an advanced level, which determine the effectiveness of their activities.	<b>Z_W07</b>
<b>Skills</b>		
<b>U_01</b>	Students can select appropriate sources and information derived from them for correctly analyze the causes and course of processes in the field of management in the area of marketing at the entity level economic and the extraction, interpretation and use advanced theoretical and practical knowledge for evaluation and analysis their market situation.	<b>Z_U02</b>
<b>Social competence</b>		
<b>K_01</b>	The student is ready to fulfill social obligations, co-organize activities for the social and professional environment, initiate activities for the public interest, and think and act in an entrepreneurial manner.	<b>Z_K02</b>
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LECTURES</b> (THEORETICAL CLASSES)</p> <ol style="list-style-type: none"> <li>1. Introduction to marketing. Basic matters – 1h/1h</li> <li>2. Marketing mix – 1h/2h</li> <li>3. Market analysis and research – 1h/2h</li> <li>4. Marketing strategies – 2h/2h</li> <li>5. Product strategies and management – 2h/2h</li> <li>6. Customer's behaviour, segmentation, relations with customers – 1h/2h</li> <li>7. Brand strategies – 1h/2h</li> <li>8. Marketing communication – 1h/2h</li> </ol> <p style="text-align: center;"><b>TUTORIALS</b> (PRACTICAL CLASSES)</p> <ol style="list-style-type: none"> <li>1. Marketing mix – creation of the own business project – 1h/2h</li> <li>2. Market analysis, based on case studies – 1h/2h</li> <li>3. Creation of marketing and product strategy, based on earlier market analysis – 3h/4h</li> <li>4. Relations with customers – case study and discussion – 1h/2h</li> <li>5. Brand strategies – 2h/2h</li> <li>6. Choice of communication channels, planning advertisement campaign – 2h/3h</li> </ol>		

Methods of teaching	Classic and interactive lecture with the use of multimedia techniques, case studies, discussions, presentations of own concepts and studies, written work, work in groups.				
Literature	1. Ph. Kotler, G. Armastron, Principles of marketing, Pearson, 2020 2. J. Blythe, J. Martin, Essentials of marketing, Pearson, 2019				
Optional Literature	1. Ph. Kotler, H. Katarajaya, I. Setiawan, Marketing 5.0 Technology for Humanity, Wiley, February 2021 2. Ph. Kotler, K.L. Keller, M. Brady, M. Goodman, T. Hanses, Marketing Management, Pearson, 2016				
3. Tasks and time of independent student work					
Tasks descriptions		Number of hours		ECTS Credits	
		Full-time	Part-time	Full-time	Part-time
The tasks of theoretical		10	15	0,4	0,6
Preparation for classes and final exam		10	15	0,4	0,6
The tasks shaping practical skills		10	15	0,4	0,6
Development of the optimization concept for a selected element of the company's marketing		10	15	0,4	0,6
TOTAL student workload in hours		20	30	0,8	1,2
4. Methods of verification and documentation of the learning outcomes assessment					
Symbol of learning outcomes	Methods of verification and documentation				
W_01, W_02	Discussion at lectures, final exam				
U_01	Student's activity in class, participation in discussions, preparation of presentations, solving practical examples				
K_01	Discussion during classes				
	<b>Basic criteria of assessment:</b>  The final grade for exercises consists of: class work including activity and performing short tasks as well as a presentation prepared in groups on an individually assigned topic and presenting it in class. The final module grade consists of 40% of the exam grade and 60% of the exercises. For a positive mark, more than 50% of points should be obtained from each form of classes. Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good				

