

**Module: Marketing**

Lecturer: Ireneusz Pszczółka, Ph.D.

Semester: Winter/Summer

Hours: 15

Type: Seminar

Credit: Essay

ECTS: 6

**1. The concept of marketing**

- 1.1. The changing nature of marketing
- 1.2. Marketing research
- 1.3. Marketing strategy
- 1.4. Product life cycle
- 1.5. Strategies for service markets

**2. Market structure and competitor analysis**

- 2.1. Competitive strategy

**3. Communication and advertising strategy**

- 3.1. Integrated marketing communications

**4. Channel of distribution**

- 4.1. Factors affecting the channel system
- 4.2. Channel options

**5. Personal selling****6. Pricing**

- 6.1. The role of marketing strategy in pricing
- 6.2. Specific pricing tactics

**7. Sale promotions**

- 7.1. Promotion strategy, objectives and evaluation

**8. Customer relationship management**

- 8.1. The economics of loyalty

**9. New product development**

- 9.1. Factors affecting new product success or failure
- 9.2. Steps in new product development

**References**

- 1. Biemans W., *Business to business marketing*, McGraw-Hill, 2008.
- 2. Belch, G., Belch M., *Advertising and promotion: an integrated marketing communications*, McGraw-Hill, 2008.
- 3. Briertly E., Eckles R., *Business marketing*, Prentice Hall, New Jersey, 2000.
- 4. Winer R.S., *Marketing management*, Prentice Hall, New Jersey, 2000.