

ITEM CARD (SYLLABUS)

Description of the course

Code course		Course name	MARKETING		
IBF/O/I/S/B1.16			MARKETING		
Language		English			
Academic Year		2024/2025			
Direction of study		International Business and Finance			
Level of education (study)		Level 1			
Profile of education (study)		General academic			
Form of study		Stationary			
Semester / semesters		I			
Belonging to a course groups		B1-Compulsory courses specific to the field of study			
Course status		Compulsory			
Form of classes, hours, ECTS points		Form of classes	Number of hours	Number of ECTS points	
		Lecture	[h]	2 ECTS	
		Exercises	[h]		
		Seminar	20 [h]		
Relationship of subject	with profile of education (study)	Related to conducted scientific activity in the field of economics and finance			2 ECTS
	with qualifications	-----			ECTS
	with discipline	Economics and finance			2 ECTS
Form of teaching		traditional - classes organized at the University			
The criterion for the selection of students		All students of International Business and Finance			
Unit running course		Department of Economic Policy and Banking			
Coordinator		Dr Ireneusz Pszczółka			
Faculty www address		http://weif.uniwersytetradom.pl			
E-mail, phone number of coordinator		i.pszczolka@uthrad.pl; (48) 361-74-74			

COURSE OUTCOMES, METHODS OF TEACHING AND VERIFICATION OF THE EFFECTS OF EDUCATION

Purpose of the course:	The aim of the course is to familiarize students with advanced problems in the field of marketing applied in the conditions of a market economy, taking into account the changes taking place in
------------------------	--

	the environment of business entities.
Course teaching content:	<p>The course content is related to conducted scientific research.</p> <p>Seminar content:</p> <p>1. Theoretical and practical aspects of marketing strategy (2h, W1, W2)</p> <p>2. The concept of marketing</p> <p>2.1. The changing nature of marketing (3h, W1, W2, U1, U2, BN)</p> <p>2.2. Marketing research</p> <p>2.3. Product life cycle</p> <p>2.4. Strategies for service markets</p> <p>3. Market structure and competitor analysis (1h, W1, W2, U1, U2, BN)</p> <p>3.1. Competitive strategy</p> <p>4. Communication and advertising strategy (2h, W1, W2, U1, U2, K1, BN)</p> <p>4.1. Integrated marketing communications</p> <p>4.2. Public relations</p> <p>5. Channel of distribution (4h, W1, W2, U1, U2, K1, BN)</p> <p>5.1. Factors affecting the channel system</p> <p>5.2. Channel options</p> <p>5.3. Personal selling</p> <p>5.4. Internet and mobile channels</p> <p>6. Pricing (2h, W1, W2, U1, U2, K1, BN)</p> <p>6.1. The role of marketing strategy in pricing</p> <p>6.2. Specific pricing tactics</p> <p>7. Sale promotions (1h, W1, W2, U1, U2, K1)</p> <p>7.1. Promotion strategy, objectives and evaluation</p> <p>8. Customer relationship management (1h, W1, W2, U1, U2, K1, BN)</p> <p>8.1. The economics of loyalty</p> <p>9. New product development (1h, W1, W2, U1, U2, K1, BN)</p> <p>9.1. Factors affecting new product success or failure</p> <p>9.2. Steps in new product development</p> <p>10. SWOT analysis and others (2h, W1, W2, U1, U2, K1)</p> <p>11. Test (1h)</p>
Method of teaching:	<p>instructional methods (lecture including multimedia techniques with elements of discussion);</p> <p>practical methods (demonstration, analytical exercises)</p>
Grading criteria, criteria for assessing learning outcomes, method of calculating the final grade:	<p>The condition for passing the course is achieving all the required learning outcomes specified for the course.</p> <p>Seminar - the grade is determined by the following: 50 % grade from evaluation of performed exercises and activity during course, 50% grade from written test.</p>

Education effects for the course in relation to the direction effects and form of classes				Verification methods of learning outcomes (form check)	
Number of education effect	Description effects of education for the subject (PEU) Student who has completed the course (W) knows and understands/(U) is able to /(K) is ready to:	Directional learning effect (KEU)	Form of realization of teaching	Examination form	Form check
W1	Student knows and understands to an advanced degree the principles of creating a company operating on the domestic and international market and financing factors determining its development with particular emphasis on all elements of the marketing strategy.	K_W06	Seminar	Pass with a grade	Written test
W1	Student knows and understands to an advanced degree the basics of managing an organization operating on a national	K_W08	Seminar	Pass with a grade	Written test

	and/or international scale, with particular emphasis on the issues of marketing management.				
U1	Student is able to correctly identify the economic environment and analyze the phenomena occurring in it in order to diagnose and solve problems in the marketing activity of business entities.	K_U04	Seminar	Pass with a grade	Evaluation of performed exercises
U2	Student is able to properly collect and select, in terms of usefulness and comparability, the data necessary to evaluate and analyze phenomena in the sphere of activity of an economic entity on the market and to use them for the correct building of a marketing strategy.	K_U05	Seminar	Pass with a grade	Evaluation of performed exercises
K1	Student is ready to critically evaluate his knowledge and recognize the importance of knowledge in solving cognitive and practical problems.	K_K01 K_K02	Seminar	Pass with a grade	Activity during course

Recommended reading, literature supplement, teaching aids	
<ol style="list-style-type: none"> 1. Baker M.J., Saren M., <i>Marketing theory, A student text</i>, Sage Publications, 2010 2. Belch, G., Belch M, <i>Advertising and promotion: an integrated marketing communications</i>, McGraw-Hill, 2008. 3. Kotler P, Armstrong G., <i>Principles of marketing</i>, Pearson Prentice Hall, Boston, 2012. 4. Išoraitė M., <i>Theoretical aspects of marketing strategy</i>, <i>Ekonomika ir vadyba: aktualijos ir perspektyvos</i>, no. 1(14), 2009. 5. Joshi M., <i>Essential of marketing</i>, Ventus Publishing ApS, 2012. 6. Winer R.S., <i>Marketing management</i>, Prentice Hall, New Jersey, 2000. <p><i>A detailed list of additional literature, web sources and teaching aids will be provided by a teacher during the first class</i></p>	

Student workload needed to achieve the assumed learning outcomes - balance of ECTS points			
Participation in classes, activities	Student's working hours [h]		
	Other hours. Contact (IGK)	Classes without a teacher – student's own work (ZBN)	Classes
Participation in Lectures/ Seminars	X	X	20[h]
Participation in Exercises/Laboratories	X	X	X
Participation in the Consultation	5[h]	X	X
Preparing to lectures/ exercises/seminars Preparation for an examination	X	25h]	X
Summary of student's workload	5 [h]/0,2 ECTS	25 [h]/ 1 ECTS	20 [h]/ 0,8 ECTS
Points of ECTS for subject	50 [h] / 2 ECTS		

Additional information and remarks
<p>For students with special needs, including those with disabilities and chronic illnesses, the methods and forms of verifying learning outcomes specified above (in the course syllabus) are appropriately adjusted to meet the individual needs of these students.</p> <p>"The detailed rules and rights of students with special needs, including those with disabilities and chronic illnesses, regarding participation, assessment, and examinations, are specified in the Study Regulations, Study Rules, and Procedures for Ensuring Accessibility of the Educational Process for Students with Special Needs, including those with disabilities and chronic illnesses."</p>

