

Field: IT
Module title: Marketing bases (ME.6)
Preliminary conditions: none
Education aims: Provide knowledge about the nature and the role of marketing, the process of building a marketing strategy, development and utilization of the principles of marketing tools and market research. Getting the ability to identify the key business marketing problems, the use of marketing instruments and the ability to make conclusions and recommendations for the future.
Education outcomes: 1. The student knows the basic concepts and theories of marketing, ability to identify and explain. 2. Student is able to identify main problems of marketing, to formulate conclusions and recommendations based on analysis of the company's market. 3.The student is able to choose the content and methods of presentation and participate in the discussion.
Module type and contents: The concept of marketing - his place in functioning of manufacturing and service companies. Evolution of orientation in business operations. Consumer behavior. The steps and procedures of marketing management. Marketing information system. Business marketing strategy. Market segmentation, the choice of target market, positioning. Marketing mix: product, price, distribution, promotion. Brand. Marketing and competing in the new economy.
Educational methods: Multimedia presentations, classes.
Assessment methods: Paper work
ECTS credits: 6
Students workload (hs.): 150
Form Number of hours: 30
Author of a module: Sobotkiewicz Dariusz, PhD
Module language: English