

Course title		Marketing for Managers				ECTS code		14.3.EM.SL.3199			
						ECTS credits		4			
Name of unit administrating study		KBM	Field of study		MSG**	Field of specialisation		IB;			
Teaching staff		Tomasz Czuba, PhD									
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		1 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):				60		Semester:		2,			
Hours without the participation of the academic teacher (student's self-study, homeworks):				40		Type of course:		obligatory			
Total number of hours:				100		Language of instruction:		English			
Teaching form		in-class learning									
Teaching methods		Activating methods in training classes, Discussion, questioning, Individual projects, Case studies,									
Prerequisites (required courses and introductory requirements)											
Required courses		international marketing									
Introductory requirements		marketing									
Assessment method, forms and criteria											
Assessment method		Exam									
Assessment criteria											
Course objectives											
Learning outcomes											
Course contents											
<p>1. TRENDS IN INTERNATIONAL COMPETITION Concentration of business areas. Technological disruption of business models. The emergence of "Platform" companies</p> <p>2. STRATEGIC BUSINESS ANALYSIS Porter's 5 Forces of Competition. Sectoral analysis. SWOT analysis.</p> <p>3. FOREIGN MARKET ENTRY STRATEGY Modes of market entry. Export. Licensing and Franchising. Wholly owned subsidiaries.</p> <p>4. MARKET SEGMENTATION Segmentation criteria. Market segment attractiveness and selection. Target groups. Market niche.</p> <p>5. PRODUCT POLICY Product mix. Product life cycle. BCG Matrix.</p> <p>6. BRANDING STRATEGY Brand building. Strong brand attributes. Brand equity. Brand extension strategies.</p> <p>7. PRICING AND DISTRIBUTION POLICY Basic price level. Special pricing offers. Traditional vs on-line distribution. Private labels.</p> <p>8. RULES OF MARKET COMMUNICATION Main communication message. Target audience. Media selection</p> <p>9. BUSINESS PLAN Executive summary. Business plan structure.</p> <p>10. CUSTOMER RELATIONSHIP MANAGEMENT Customer loyalty. Loyalty programmes. Loyalty measures</p>											
Recommended reading lists											
<p>1. P. Doyle, Value Based Marketing, Wiley&Sons, 2000</p> <p>2. P. Kotler, Marketing Management, any edition dated after 1998.</p> <p>3. Ch.Fill, Marketing Communications, Prentice Hall 2000</p> <p>4. G. Albaum, E. Duerr, J. Strandskov, International Marketing and Export Management, Prentice Hall 2005.</p> <p>5. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.</p>											



Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations