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|---|---|----------------|-------|-----------|-----|--------------------------|-----------------|----------|---|------------------|---|
| 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 | | | | | | | | | | | |
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| Learning outcomes | | | | | | | | | | | |
| Course contents | | | | | | | | | | | |
| 1. TRENDS IN INTERNATIONAL COMPETITION Concentration of business areas. Technological disruption of business models. The emergence of "Platform" companies 2. STRATEGIC BUSINESS ANALYSIS Porter's 5 Forces of Competition. Sectoral analysis. SWOT analysis. 3. FOREIGN MARKET ENTRY STRATEGY Modes of market entry. Export. Licensing and Franchising. Wholly owned subsidiaries. 4. MARKET SEGMENTATION Segmentation criteria. Market segment attractiveness and selection. Target groups. Market niche. 5. PRODUCT POLICY Product mix. Product life cycle. BCG Matrix. 6. BRANDING STRATEGY Brand building. Strong brand attributes. Brand equity. Brand extension strategies. 7. PRICING AND DISTRIBUTION POLICY Basic price level. Special pricing offers. Traditional vs on-line distribution. Private labels. 8. RULES OF MARKET COMMUNICATION Main communication message. Target audience. Media selection 9. BUSINESS PLAN Executive summary. Business plan structure. 10. CUSTOMER RELATIONSHIP MANAGEMENT Customer loyalty. Loyalty programmes. Loyalty measures | | | | | | | | | | | |
| Recommended reading lists | | | | | | | | | | | |
| 1. P. Doyle, Value Based Marketing, Wiley&Sons, 2000 2. P. Kotler, Marketing Management, any edition dated after 1998. 3. Ch.Fill, Marketing Communications, Prentice Hall 2000 4. G. Albaum, E. Duerr, J. Strandskov, International Marketing and Export Management, Prentice Hall 2005. 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. | | | | | | | | | | | |



Contact

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