

Course title	Principles of marketing workshop										ECTS code	14.3.EE.FL.3510
											ECTS credits	5
											max. students	30
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Jacek Winiarski, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:							0	Language of instruction:	English			
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	Basic knowledge about economics and management.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>											
Course objectives												
Presentation of contemporary aspects and principles of international marketing.												
Learning outcomes												
Knowledge	E1_W04	The student know different types of economic and social relations and the regularities governing them; they have in-depth knowledge of economic relations, in particular the rules of marketing.										
	E1_W05	The student has an extended knowledge of man as a producer and purchaser of goods and services and has an extended knowledge of man as a creator of culture and social structures.										
	MSG1_W07	The student knows and understands the types of economic relationships and regularities and the marketing relationships that regulate them, including the principles of market functioning and the market mechanism, both in the national and international aspect.										
	MSG1_W16	The student has advanced knowledge and understanding of the rules concluding and conducting business transactions (in terms of marketing) on international market.										
Verification of learning outcomes - Knowledge												
Outcomes												

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W04	X					X		X	X	X	
E1_W05	X					X		X	X	X	
MSG1_W07	X					X		X	X	X	
MSG1_W16	X					X		X	X	X	

Skills	E1_U06	The student is able to practically apply various forms and scope of knowledge gained in economics, finance, management and marketing, complementing it with an independent, critical analysis of its effectiveness and usefulness.									
	MSG1_U08	The student can use basic methods, computer programs and marketing techniques and tools for obtaining and analyzing the data necessary in his / her professional work in diagnosing and carrying out economic processes relevant economic decisions.									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X		X	X	X	
MSG1_U08	X					X		X	X	X	

Attitudes	E1_K05	The student correctly identifies, diagnoses dilemmas in the area of marketing and finds alternative solutions related to the profession.									
	MSG1_K04	The student is ready to think and act in an entrepreneurial manner; adjusts to the new situations and conditions, takes up the challenges of creative thinking; it is fail-safe; is able to identify threats and assess the risk of their occurrence in the area of marketing activities.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K05	X					X		X	X	X	
MSG1_K04	X					X		X	X	X	

**Course contents**

1. The marketing concepts.
2. Entrepreneurial marketing and the marketing mix.
3. Market research, market opportunity recognition, and target market.
4. Marketing techniques and tools for entrepreneurs.
5. Entrepreneurial branding.
6. Marketing strategy and the marketing plan.
7. Creating a marketing strategy.
8. Developing a marketing mix.
9. Buyer behavior.
10. Market segmentation.
11. What is a product?
12. Creating products that deliver value.
13. The product life cycle.
14. Pricing strategies and future trends.
15. Trends in developing products and pricing.
16. Sales and customer service.

**Recommended reading lists**

**Primary literature:**

1. Cialdini, R. B. (2001). *Influence: Science and Practice* (4th ed.). Boston: Allyn & Bacon: Explains some aspects of the sales process in a fun and fact-based manner.
2. The State of Customer Service:  
[https://offers.hubspot.com/state-of-customer-service?hubs\\_post-cta=anchor&hsCtaTracking=9c545446-aacf-47a3-bfb3-1998f78b79c8%7C4f98051f-03f6-4061-9a68-5de8fcb40c1](https://offers.hubspot.com/state-of-customer-service?hubs_post-cta=anchor&hsCtaTracking=9c545446-aacf-47a3-bfb3-1998f78b79c8%7C4f98051f-03f6-4061-9a68-5de8fcb40c1).
3. Marketing Association: <https://www.ama.org>.
4. Small Business Administration: <https://www.sba.gov/>.

**Supplementary literature:**

1. What's different about business-to-business marketing? Find out at the Business Marketing Association site, <http://www.marketing.org>.
2. Considering a career in marketing? Read articles about different marketing topics of interest and visit the Marketing Jobs and Career Services and Student Resources areas at the American Marketing Association site, <http://www.marketingpower.com>.
3. Borda Z., Winiarski J. (2019). *Future of the fake news society*, *Współczesna Gospodarka*, 2019, vol. 10, no. 4, pp.1-10.

Contact

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