

SYLLABUS academic year 2023/24Faculty of Economics University of Gdansk

Course title P	rinciples of m	ciples of marketing workshop							14.3.EE.FL.3510			
									5			
									30			
Name of unit admin	istrating stud	ating study ITiHM Field of study Economics/MSG** F							eld of specialisation NONE;			
Teaching sta	Jac	ek Winiars	ski, Associate Profes	sor								
	1	1	Numbe	r of hours								
Lectures 30 C	lasses 0	Tutor	ials 0	Laboratory	0 Se	0	Language classes 0					
Forma aktywności Year&Type of studies* 3 SS1,									51,			
Hours with the parti office hours, exams,		Semester:			6,							
Hours without the postudent's self-study		Type of course:			optional							
Total number of hou	rs:		0	Lang inst		English						
Teaching form	in-class I	earning										
Teaching method:	Lectures studies,	Lectures including multimodal presentations, Discussion, questioning, Individual projects, Case studies,										
Prerequisites (required courses and introductory requirements)												
Required courses	urses None.											
Introductory requirements	Basic kno	Basic knowledge about economics and management.										
Assessment method, forms and criteria												
Assessment metho	d Course c	Course completion (graded)										
			(3)									
Assessment criteri			sentation in front	of the group	on the agr	reed to	pic.					
Assessment criteri	a 1. Indiv 2. Exan for each algorithn plus (4+ The fina	idual pre n is a mul correct n: 51-60%), 91-1009		0 individual que sare translate (1-70% satisfac	stion for edinto contory plus (3	ever stuvention 3,5), 7	udent). N nal grad 1-80% g	les us good (sing the (4), 82-	e following -90% good		
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	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W04	Х					Х		Х	Х	Х		
E1_W05	X					Х		Х	Х	Х		
MSG1_W07	X					Х		Х	Х	Х		
MSG1_W16	X					Х		Х	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 uses 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.										pendent, lues and	
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	Х					Х		Х	Х	Х		
MSG1_U08	Х					Х		Х	Х	Х		
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.										ne new safe; is	
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	Х					Х		Х	Х	Х		
MSG1_K04	X					Х		Х	Х	Х		
		Course contents										

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

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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:

 $https://offers.hubspot.com/state-of-customer-service?hubs_post-cta=anchor\&hsCtaTracking=9c545446-aacf-47a3-bfb3-1998f-78b79c8\%7C4f98051f-03f6-4061-9a68-5de8fcbb40c1.$

- 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