



## DESCRIPTION OF THE OBJECT

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>FIELD OF STUDY</b> | <b>Management</b>                     |
| <b>SPECIALISATION</b> | Trade and services                    |
| <b>MODE OF STUDY</b>  | Full-time studies / Part-time studies |
| <b>SEMESTER</b>       | 5                                     |

|  |  |
|--|--|
| <b>Name of the subject</b>                             | <b>Marketing in trade and services</b>           |
| <b>Hourly dimension of particular forms of classes</b> | Full-time studies – 30<br>Part-time studies – 18 |
| • <b>lectures</b>                                      | Full-time studies – 10<br>Part-time studies – 8  |
| • <b>other forms</b>                                   | Full-time studies – 20<br>Part-time studies – 10 |

|                             |   |
|-----------------------------|---|
| <b>Learning objectives:</b> | <ul style="list-style-type: none"> <li>– to present marketing as one of the main factors of competitive advantage of an enterprise</li> <li>– to present the main tools for using marketing in company management</li> <li>– to identify and evaluate the main merchandising techniques on buyer behaviour</li> </ul> |
|-----------------------------|---|

| <b>Learning outcomes for the subject</b> |   |   |  |
|--|---|---|--|
| <b>Number</b>                            | <b>Learning outcomes, a student who has successfully completed the course will be able to:</b>  | <b>Reference of learning outcomes for the programme</b> | <b>The reference to the learning outcomes for the area</b> |
| <b>EK_W01</b>                            | has basic knowledge of social relations within an organisation and of the relations between an organisation and its stakeholders  | K_W04   | P6S_WG   |
| <b>EK_W02</b>                            | has basic knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, identifies internal and external factors conditioning human behaviour in an organisation  | K_W05   | P6S_WG   |
| <b>EK_U03</b>                            | knows the general principles for the creation and development of forms of individual entrepreneurship using the knowledge from the fields of science and scientific disciplines relevant for management including the law on freedom of economic activity, commercial law, civil law, tax law, labour law | K_W11   | P6S_WG   |
| <b>EK_U04</b>                            | can make efficient use of available sources of information and has the ability to prepare typical decision-making analyses concerning the functioning of an enterprise  | K_U07<br>K_U08  | P6S_UW   |
| <b>EK_K05</b>                            | be able to participate in a group preparing social projects, taking into account legal, economic and political aspects  | K_K05   | P6S_KO   |

| Content number | Educational/ curricular content   | Reference to learning outcomes for the subject |
|----------------|---|--|
|                | <b>Lectures</b>   |  |
| T_01           | Characteristics of the trade sector in Poland   | EK_W01   |
| T_02           | Merchandising - marketing in a retail company   | EK_W02   |
| T_03           | Basic merchandising techniques  | EK_W01;<br>EK_W02;                             |
| T_04           | Trade technology - the main elements  | EK_W01<br>EK_W02                               |
| T_05           | Marketing strategy of a trading company   | EK_W01<br>EK_W02                               |
|                | <b>Exercises</b>  |  |
| T_06           | Evaluation of Processes occurring in Trade in Poland - Analysis and Discussion                                  | EK_U03<br>EK_U04<br>EK_K05                     |
| T_07           | Identification of the main marketing activities in trade and services   | EK_U03<br>EK_U04<br>EK_K05                     |
| T_08           | Analysis of merchandising techniques used in trade and service companies  | EK_U03<br>EK_U04<br>EK_K05                     |
| T_09           | Evaluation of marketing activities and merchandising techniques of selected enterprises - Project presentations | EK_U03<br>EK_U04<br>EK_K05                     |

| Methods and forms of teaching  | Educational and curricular content |
|--|------------------------------------|
| Lecture with multimedia presentation of selected issues  |                                    |
| Conversation lecture   |                                    |
| Problem-based lecture  |                                    |
| Informative lecture  | T_01 – T_05                        |
| Discussion   |                                    |
| Working with text  |                                    |
| Case study method  |                                    |
| Problem-based learning   |                                    |
| Didactic/simulation game   |                                    |
| Exercise method  | T_06 – T_09                        |
| Workshop method  |                                    |
| Project method   |                                    |
| Multimedia presentation  |                                    |
| Audio and/or video demonstrations  |                                    |
| Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”) |                                    |
| Other (which ones?) - ...  |                                    |
| ...  |                                    |

| Evaluation criteria in relation to particular learning outcomes |   |   |   |  |
|---|---|---|---|--|
| Learning outcome  | For assessment 2  | For assessment 3  | For assessment 4  | For assessment 5   |
| <b>EK_W01</b>   | The student does not have basic knowledge about social relations within the organisation and relations between the organisation and its stakeholders.   | The student has basic knowledge about social relations within the organisation and about relations between the organisation and its stakeholders.   | The student has good knowledge of social relations within the organisation and of relations between the organisation and its stakeholders.  | The student has very good knowledge of social relations within the organisation and of relations between the organisation and its stakeholders.  |
| <b>EK_W02</b>   | Students do not have basic knowledge about man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, they are not able to identify internal and external factors conditioning human behaviour in organisations | Students will gain basic knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations; they will be able to identify internal and external factors conditioning human behaviour in an organisation. | Students will have a good knowledge of man, in particular as a subject of economic relations and the principles determining his role in the functioning of economic organisations, they will be able to identify well the internal and external factors conditioning human behaviour in organisations | The student has very good knowledge of man, in particular as a subject of economic relations and the principles defining his role in the functioning of economic organisations, he is able to identify internal and external factors conditioning man's behaviour in organisations |
| <b>EK_W03</b>   | Students do not know methods and tools to recognise, diagnose and solve problems of human, material, financial and information resources management   | Students know basic methods and tools for recognising, diagnosing and solving problems of human, material, financial and information resources management   | The student is well acquainted with methods and tools of recognizing, diagnosing and solving problems of human, material, financial and information resources management  | The student knows very well the methods and tools to recognize, diagnose and solve problems of human, material, financial and information resources management   |
| <b>EK_U04</b>   | Student is not able to propose solutions to problems occurring in the enterprise as a consequence of economic decisions taken   | Students can, to a basic level, propose solutions to problems occurring in enterprises as consequences of economic decisions taken  | The student is able to good propose solutions to problems occurring in the enterprise as a consequence of taken economic decisions.   | Students can to a very good extent propose solutions to problems occurring in enterprises as consequences of economic decisions taken.   |
| <b>EK_U05</b>   | The student is not able to think and act in an entrepreneurial way, is not creative and does not take into account the need for sustainable development in relation to economic entities  | The student is able to think and act in a basic entrepreneurial way, is creative and takes into consideration the need of sustainable development in relation to economic entities  | The student is able to think and act in an entrepreneurial way, is creative and takes into consideration the need of sustainable development in relation to economic entities.  | The student is able to think and act in a very good entrepreneurial way, is very creative and takes into account the need of sustainable development in relation to economic entities  |

| Verification of learning outcomes | EK symbols for the module/subject |     |     |     |     |
|-----------------------------------|-----------------------------------|-----|-----|-----|-----|
|                                   | W01                               | W02 | W03 | U04 | K05 |
| Written examination               |                                   |     |     |     |     |
| Oral examination                  |                                   |     |     |     |     |
| Written credit                    |                                   |     |     |     |     |
| Oral credit                       | X                                 | X   | X   | X   | X   |
| Written colloquium                |                                   |     |     |     |     |
| Oral colloquium                   | X                                 | X   | X   | X   | X   |
| Test                              |                                   |     |     |     |     |
| Project                           |                                   |     |     |     |     |
| Written work                      |                                   |     |     |     |     |
| Report                            |                                   |     |     |     |     |
| Multimedia presentation           |                                   |     |     |     |     |
| Work during exercise              | X                                 | X   | X   | X   | X   |
| Other (which?) -                  |                                   |     |     |     |     |

| <b>Hourly teaching load and student workload</b>   | <b>Full-time studies</b> | <b>Part-time studies</b> |
|--|--------------------------|--------------------------|
| 1. Lectures (joint participation of academics and students)                                | 10                       | 8                        |
| 2. Other forms (joint participation of academic staff and students)                        | 20                       | 10                       |
| 3. Consultation with the teacher   | -                        | -                        |
| <b>Total 1+2+3</b>   | <b>30</b>                | <b>18</b>                |
| 4. Internships (carried out by students on their own)                                      | —                        | —                        |
| 5. Student's own work (including homework and project work, preparation for a credit/exam) | 20                       | 32                       |
| <b>Total 4+5</b>   | <b>20</b>                | <b>32</b>                |
| <b>SUMMARY 1+2+3+4+5</b>   | <b>50</b>                | <b>50</b>                |
| <b>Total ECTS credits according to the study plan</b>                                      | <b>2</b>                 |                          |

|                                 |   |
|---------------------------------|---|
| <b>Reference literature</b>     | B. Borusiak, Merchandising, AE, Poznań 2008<br>M. Sławińska, Kompendium wiedzy o handlu, PWN, Warszawa 2008   |
| <b>Complementary literature</b> | U. Kałużna-Drewnińska, B. Iwankiewicz-Rak, Marketing w handlu, AE Wrocław 1999<br>M. Sławińska, E. Urbanowska-Sojkin, Marketing w zarządzaniu firmą handlową, PWE, Warszawa 1995<br>W. Wrzosek (red. nauk.), Strategie marketingowe, SGH, Warszawa 2001 |