



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Accounting and finance in the company
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	3

Name of the subject	Marketing management and planning
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18
• lectures	Full-time studies – 10 Part-time studies – 8
• other forms	Full-time studies – 20 Part-time studies – 10

Learning objectives:	- presentation of modern concepts of management and marketing planning in enterprises. Classes in the form of lectures and exercises are designed to prepare students to perform managerial functions in manufacturing, trade and service companies. - developing the ability to analyze and critically evaluate market conditions affecting the selection and implementation of enterprise development strategies.
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Learning outcomes for the subject	
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Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	identify processes and functions in marketing business management. Know selected management methods, including analysing, planning, implementing and controlling activities	K_W01 K_W05	P6S_WG
EK_W02	define contemporary marketing strategies, competition and cooperation between enterprises	K_W08 K_W11	P6S_WG P6S_WK
EK_U03	is able to use basic theoretical knowledge to prepare a basic marketing plan of an enterprise	K_U03	P6S_UW
EK_K04	is able to think and act in an entrepreneurial way, is creative, but takes into account the need for sustainable development in relation to business entities. is able to independently acquire and improve knowledge of management and planning of enterprise activities and of the conditions of the macroeconomic environment	K_K09 K_K03	P6S_KO P6S_KK

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures/Exercises	
T_01	The essence of marketing management of an enterprise - introduction to the subject. Process and functions of marketing management	EK_W01
T_02	Analysis of macro and micro market environment of a company. Methods of analysing the market environment of a company. SWOT analysis. SPACE analysis. Scenarios of environment states.	EK_W01 EK_U03
T_03	Company mission. Analysis of company's internal resources. Determining the strategic position of the company.	EK_W01 EK_U03
T_04	Planning of normative strategies, in different phases of the company's development.	EK_W01 EK_U03
T_05	Characteristics of strategies of expansion, selective development, exploitation of position and/or withdrawal from the market.	EK_W02 EK_U03 EK_K05
T_06	The essence of marketing strategy. Place of marketing strategy in the hierarchy of enterprise development strategies. Classification of marketing strategies of the company.	EK_W02 EK_U03 EK_K05
T_07	Marketing plan of a company - formal arrangement and substantive contents.	EK_W02 EK_U03 EK_U04
T_08	Strategies of entering foreign markets. Forms of cooperation and concentration of companies.	EK_W02 EK_U03
T_09	Monitoring of marketing activities of a company.	EK_W02 EK_U03 EK_U04

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_09
Discussion	
Working with text	
Case study method	T_09
Problem-based learning	
Didactic/simulation game	
Exercise method	T_06, T_07, T_08

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”)	T_02 –T_05
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
EK_W01	The student is unable to identify processes and functions in marketing business management. Does not know any management methods	Students will be able to name processes and functions of marketing business management and know selected methods of management, including analysing, planning, implementing and controlling activities	The student will not only be able to identify processes and functions in marketing business management, but also to discuss selected management methods	Students will not only be able to identify processes and functions in marketing management of an enterprise, but also to discuss selected management methods, select the most optimal ones in a given market situation
EK_W02	The student is not able to define contemporary marketing strategies, competition and cooperation between enterprises	Students will be able to define contemporary marketing strategies, competition and cooperation between enterprises	Students will not only be able to define contemporary marketing, competition and cooperation strategies between enterprises, but also points to concrete examples of them	Students will not only be able to define contemporary marketing, competition and cooperation strategies between enterprises, give examples of them, but also is able to evaluate them
EK_U03	Student cannot identify the basic elements of a marketing plan and briefly discuss them	Student can identify elements of a marketing plan and give examples of them	The student not only knows how to determine the elements of a marketing plan, but also is able to use theoretical knowledge for the preparation of a basic marketing plan of an enterprise	The student not only knows how to determine the elements of a marketing plan, but also can use theoretical knowledge to prepare a detailed marketing plan for a sample enterprise
EK_K04	The student is not able to undertake activities in an entrepreneurial manner, is not creative, is not able to acquire knowledge of management and marketing planning independently	The student is sufficiently able to take entrepreneurial action, tries to be creative, can independently acquire knowledge of management and marketing planning	The student is able to undertake activities in an entrepreneurial manner, is creative, is able to independently acquire and improve knowledge of management and marketing planning and the conditions of the enterprise environment.	Students will be able to take up activities in an entrepreneurial way, they will be creative, they will be able to gain and improve knowledge of management and marketing planning independently as well as decide on the choice of strategies and activities under concrete conditions of the enterprise environment.

Verification of learning outcomes	EK symbols for the module/subject			
	W01	W02	U03	K04
Written examination				
Oral examination				
Written credit	X	X	X	X
Oral credit	X	X	X	X

Written colloquium				
Oral colloquium				
Test				
Project				
Written work				
Report				
Multimedia presentation				
Work during exercise	X	X	X	X
Other (which?) -				

Hourly teaching load and student workload	Full-time studies	Part-time studies
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	-	-
Total 1+2+3	30	18
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
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	1. Ph. Kotler, Marketing, Wydawnictwo Rebis, Warszawa 2005, 2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2003
Complementary literature	1. H. Mruk (red. nauk.), Kompendium wiedzy o marketingu, PWN, Warszawa 2007 2. W. Wrzosek (red. nauk.), Strategie marketingowe, SGH, Warszawa 2001 3. R. Kłeczek, W. Kowal, J. Woźniczka, Strategiczne planowanie marketingowe, PWE, Warszawa 1996