

SYLLABUS

THE BASICS OF MARKETING

University:	WSPiA University of Rzeszów
Field of study:	Administration
Mode of study:	extramural
Level of education:	first-cycle studies
Educational profile:	general academic
Educational module:	specialisation: administration in a company
Status:	compulsory
Education cycle:	2020/2021 - 2022/2023
Academic year:	2021/2022
Year of study:	II (semester 3)
Language of instruction:	Polish
Subject coordinator:	Dr M. Rawski

Course type	Instructor	Form of credit
Discussion class	Dr M. Rawski	graded

Course type	Instruction hours	Office hours	Self study hours	Total	ECTS
Discussion class	15	15	70	100	4
TOTAL	15	15	70	100	4

Student's involvement	Number of hours	ECTS
Student-instructor classroom interaction	30	1.2
Self study	70	2.8
TOTAL	100	4

Prerequisite
none

Course type	Instructional methods
Discussion class	Problem-based lecture supported by presentation with elements of didactic discussion and case study

Learning results	Type and number of study	Reference*
Upon receiving a passing grade, the student:		

		field related learning result	
1	will possess basic knowledge of the essence and nature of marketing, know the origins of marketing, be familiar with the role and importance of marketing in the process of managing market entities;	K_W12	P6S_WG PS6_WK
2	will know the basic instruments and tools (their characteristics, limitations and possibilities) used in the process of marketing;	K_W11	P6S_WG
3	will be able to "perceive" aspects of the surrounding reality through the eyes of a marketer and describe phenomena in it using the language of marketing;	K_U02 K_K06	P6S_UW P6S_KK
4.	will be able to use theoretical knowledge to create practical action programmes in the field of marketing;	K_K02 K_K03	P6S_KK P6S_KK, P6SKO
5	will be aware of the need to update his/her knowledge and to be open to changes in the field of marketing; will possess a formed "market" attitude and will be prepared for work in the field of marketing.	K_K01	P6S_KK

* Reference to Polish Qualifications Framework, Level 7 (description component code)

Course type	Methods of learning results verification
Discussion class	Test-based exam

No	Discussion class -course description	Hours
1	The origin of marketing	1
2	The concept of marketing	1
3	Marketing environment	2
4	The consumer as the starting point of marketing	1
5	Market segmentation and target market selection	2
6	Marketing information system	1
7	Shaping the product range	2
8	Pricing decisions	1
9	Distribution decisions	1
10	Sales promotion policy decisions	2
11	Principles of marketing-mix creation	1

No	Required texts
1	Czubała A. (red.), Podstawy marketingu, PWE, Warszawa 2012
2	Kotler. Ph., Keller K.L., marketing, Dom Wydawniczy Rebis, Poznań 2016
3	Garbarski L. (red.), Marketing. Koncepcja skutecznych działań, PWE, Warszawa 2011
4	Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2003

No	Further reading
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1	Garbarski L. (red.), Marketing. Kluczowe pojęcia i praktyczne zastosowanie, PWE, Warszawa 2011
2	Mazur J. (red.), Decyzje marketingowe w przedsiębiorstwie, Difin, Warszawa 2002