

Course name: **Foundations of Marketing**

No. of ECTS: **4**

Aim:

The aim of the subject is to introduce into basic marketing definitions, regulations, roles and techniques in contemporary organisations.

Course content:

- Introduction to marketing. Basic definitions.
- Market-oriented organization.
- Marketing environment.
- Consumers behaviour regarding the market. Consumer market analysis. Enterprise market analysis.
- Market segmentation.
- Marketing offer positioning.
- Product as an element of marketing.
- Brand management.
- Price as an element of marketing.
- Distribution as an element of marketing.
- Marketing communication strategy.
- Services marketing.
- New trends of marketing.

Skills:

A student has basic knowledge of marketing, its definitions , role and position in management sciences; understands the essence and mechanisms of marketing regarding an organization and the market environment; knows characteristic marketing tools; can take advantage of basic marketing theories to interpret, describe and analyze individual processes and phenomena in the organization and the market environment; can use , make choice and evaluate utility of appropriate marketing methods and tools to describe and analyze issues and areas of enterprise or organization; can prepare writings and speeches in Polish concerning marketing problematics of operating organization in practice, featuring basic definitions and various sources; can take part in marketing projects; is creative and prepared to realizing his own ideas.

Form of teaching:

Lecture: multimedia presentation, educational film.

Classes: exercise sheets, case study analysis, educational discussion.

Project: team work on a project, educational discussion, multimedia presentation.