



Syllabus

Field of study Management

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| Subject name Marketing Strategies – Polish cases and experiences | | |
| Subject name in English Marketing Strategies – Polish cases and experiences | | |
| Subject code | Year / semester First year on the second degree/autumn | Method of evaluation Group presentation, class activity and quiz |
| Specialisation Management | Track (general academic/ practical) | Level of qualification (first-cycle programme/ second-cycle programme) |
| Mode of study (full time/ part-time) | Language of instruction English | Subject (obligatory /elective) |
| Number of hours Lectures: 30 Classes: | Number of ECTS points 4 | Block (A, B, C) E |
| Responsible | Magdalena Stefańska, PhD., PUEB prof. | |

Subject's educational aims

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| C1 | To develop skills and gain deepened knowledge in analyzing a market situation and then formulate, implement, and monitor marketing strategy in a competitive environment. |
| C2 | To deepen knowledge and skills on selecting segments in which to compete, developing meaningful points of differentiation and positioning statements, allocating resources, designing products, setting and managing prices, developing and managing distribution strategies, and developing and managing promotion strategies. |
| C3 | To gain experience in application of marketing tools and planning processes involved in developing effective marketing strategies. |

Subject's learning outcomes

| Code | Outcomes in terms of | Learning outcomes within the field of study |
|------------------|--|--|
| Knowledge | | |
| W1 | Student knows the essence of marketing strategy and it's types | Knowledge of marketing strategy in corporate strategy |
| W2 | Student knows and understand the process of marketing strategy | Knowledge and understanding the process of planning marketing strategy |

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| W3 | Students has deepen knowledge on decision foundations about selecting types of marketing strategies in VUCA environment | Understanding competitive environment and customer knowledge and their influence on selecting marketing strategy |
| Skills | | |
| U1 | Can correctly define and interpret the advanced concepts and conditions of marketing strategy. | Student is able to decide about the proper marketing strategy |
| U2 | He can deeply analyze processes and plan activities in the field of marketing strategy, and knows the methods of assessing their effectiveness. | Student is able to conduct critical analysis of tactics in marketing tools |
| U3 | Can correctly choose and use the wider tools of marketing strategy. | Student correctly conduct critical analysis to decide about marketing tools |
| Social competences | | |
| K1 | Student is aware of the need to constantly update and deepen knowledge in the field of strategic marketing | Student knows and implement in practice long-life learning |
| K2 | Student develops skills of teamwork. | Student develops social competences, tolerance, openness as consequences of team working |
| K3 | Student understands and has the need to act ethically in his professional life | Student implement in his professional life ethics and follows codes of conduct in marketing |

Study content

| No. | Study content | Subject's educational aims | Subject's learning outcomes |
|------------|--|---|---|
| 1. | Strategic approach to business management | Understanding basic terms and relations between corporate and functional strategies | Increased awareness of the meaning of key terms and processes |
| 2. | Marketing management and marketing management in an enterprise | Increasing knowledge on | Increased knowledge on the meaning of |

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| | | models and process of marketing management | key role of marketing in an enterprise |
| 3. | The role of the marketing strategy in the process of increasing the efficiency of the company's operations | Understanding basic terms and defining goals | Building awareness of the meaning of key terms and processes that lead to achieving goals |
| 4. | Types of marketing strategies I | Developing skills of critical thinking | Increased knowledge and skills of analytical thinking |
| 5. | Types of marketing strategies II | Developing skills of critical thinking | Increased knowledge and skills of analytical thinking |
| 6. | Procedure for building a marketing strategy | Developing skills of creative thinking | Increased knowledge and skills of analytical thinking |
| 7. | STP. Planning of activities related to the implementation of marketing strategies in PLC | Developing skills of analytical thinking | Increased knowledge and skills of analytical thinking |
| 8. | Positioning the company on the market based on a marketing strategy | Developing skills of systematic and creative thinking | Increased knowledge and skills of creative thinking |
| 9. | Planning 4 Ps | Developing skills of alternative and creative thinking | Increased knowledge and skills of analytical thinking |
| 10. | Methods of assessing the effectiveness of marketing strategies | Developing skills of analytical and critical thinking | Developed skills of analytical and critical thinking by applying team working |
| 11. | Analysis of the marketing strategies of selected Polish enterprises | Developing skills of analytical and critical thinking by applying team working | Developed and deepen skills of analytical and critical thinking by applying team working |
| 12. | Analysis of the marketing strategies of selected Polish enterprises | Developing skills of analytical and critical thinking by applying team working | Developed and deepen skills of analytical and critical thinking by applying team working |
| 13. | Analysis of the marketing strategies of selected Polish enterprises | Developing skills of analytical and critical thinking by applying team working | Developed and deepen skills of analytical and critical thinking by applying team working |
| 14. | Analysis of the marketing strategies of selected Polish enterprises | Developing skills of analytical and | Developed and deepen skills of |

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| | | critical thinking by applying team working | analytical and critical thinking by applying team working |
| 15. | Quiz | Verifying the level of understanding the meaning, tools, methods of marketing strategies in Polish environment | Ability to plan integrated marketing strategy in Poland |

Bibliography

Obligatory

1. Palmatier R., Sridhar S. (2017), Marketing Strategy: Based on First Principles and Data Analytics, Red Globe Press,
2. Armstrong G., Keller K., Goodman M., Brady M., Hansen T., (2019), Marketing Management: European Edition, Pearson Education Limited,

Recommended

1. Chernev A., Kotler P., (2014), Strategic Marketing Management, Cerebellum Press,
2. Aaker D., A., Moorman C. (2017) Strategic Market Management, Wiley,
3. Articles recommended by teacher

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| Entry requirements | Marketing - foundations |
| Teaching methods | Case studies, class discussion, praca w zespole |
| Method of evaluation | Group presentation, class activity, quiz |

Settlement of ECTS points

| Forms of student work | Average number of hours for student work* | |
|---|---|--------------------|
| Group presentation | 25 | |
| quiz | 25 | |
| Class activity | 20 | |
| | | |
| Student work in total | Number of hours 70 | ECTS points 2,5 |
| Contact hours (with the teacher) | Number of hours 30 | ECTS points 1 |
| | Number of hours | ECTS points |

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| Practical-class work | 20 | 0,5 |
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* one hour of classes = 45 minutes

Methods of evaluating the learning outcomes

| Learning-outcome code | Methods of evaluation | | |
|-----------------------|-----------------------|--------------------|------|
| | Class team work | Group presentation | quiz |
| W1 | X | | X |
| W2 | X | | X |
| W3 | X | X | X |
| U1 | | X | X |
| U2 | X | X | X |
| U3 | X | X | |
| K1 | X | | X |
| K2 | X | X | |
| K3 | X | X | |