

Syllabus

Field of study Management

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

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

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

		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

		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

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	ECTS points
	70	2,5
Contact hours (with the teacher)	Number of hours	ECTS points
	30	1
	Number of hours	ECTS points

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	