

Course syllabus for ERASMUS+ incoming students

Course Title	
Marketing in the Modern Business	
Academic Teacher	Karolina Tyc-Szmil, PhD
E-mail	karolina.tyc-szmil@ansleszno.pl
ECTS credits	5
Number of hours	120
Course code	INT-IGM-MMB-26
Course description	
Marketing is an introductory course presenting the role of marketing in modern businesses and its importance in creating value for customers and organizations. The course focuses on new approach to marketing: from traditional marketing to Marketing 6.0 and Marketing 7.0. Students gain knowledge of modern marketing concepts and learn how to apply marketing tools to products and services operating in competitive markets in AI era.	
Learning outcomes - course content	
Students will be able to: Knowledge • Explain the role and importance of marketing in modern organizations. • Describe the evolution of marketing from traditional approaches to Marketing 4.0, 5.0, 6.0 and 7.0. • Understand the impact of digital transformation, artificial intelligence, immersive technologies and metamarketing on business practices. • Identify contemporary consumer behaviour trends and customer expectations in the AI era. • Understand key concepts of customer value creation, customer experience, omnichannel marketing and sustainable marketing. Skills • Apply fundamental marketing concepts and tools to real business situations. • Analyze customer needs and consumer behaviour in competitive markets. • Design basic marketing strategies and value propositions. • Evaluate the use of AI and digital technologies in marketing activities.	

- Develop customer-oriented marketing solutions using modern marketing frameworks.
- Critically assess marketing communication and branding strategies in digital environments.

Course content

1. Introduction to marketing and value creation.
2. Evolution of marketing: from traditional marketing to Marketing 4.0, 5.0, 6.0 and 7.0.
3. Consumer behaviour and customer journey in the digital age.
4. Digital marketing and social media marketing.
5. Artificial Intelligence in marketing and marketing automation.
6. Omnichannel and customer experience management.
7. Marketing 6.0: Metamarketing, metaverse and immersive technologies.
8. Marketing 7.0: Mind-centric marketing and the augmented consumer.
9. Brand storytelling and customer engagement.
10. Sustainable and socially responsible marketing.
11. Future trends in marketing and business development.

Student workload (self-study description)

Students are expected to:

Read selected chapters from recommended literature.

- Analyse case studies related to modern marketing practices.
- Prepare for classroom discussions and group activities.
- Complete individual assignments and presentations.
- Study current trends concerning AI, digitalization and customer experience management.
- Prepare for the final assessment/examination.

Literature

Required literature

1. Kotler P., Kartajaya H., Setiawan I., *Marketing 7.0: The Next Frontier*, Wiley.
2. Kotler P., Kartajaya H., Setiawan I., *Marketing 6.0: The Future is Immersive*, Wiley.
3. Kotler P., Kartajaya H., Setiawan I., *Marketing 5.0: Technology for Humanity*, Wiley.

Recommended literature

1. Kotler P., Kartajaya H., Setiawan I., *Marketing 4.0: Moving from Traditional to Digital*, Wiley.
2. Kotler P., Armstrong G., *Principles of Marketing*, Pearson.
3. Chaffey D., Ellis-Chadwick F., *Digital Marketing*, Pearson