

Course syllabus for ERASMUS+ incoming students

Course Title	
Marketing	
Academic Teacher	Karolina Tyc-Szmił, PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IGM-M-26
Course description	
Marketing is an introductory course presenting the role of marketing in contemporary market economies and its importance in creating value for customers and organizations. The course focuses on marketing functions, market segmentation, customer needs analysis, product life cycle, marketing research, and the development of marketing strategies and plans. Students gain knowledge of marketing concepts and learn how to apply marketing tools to products and services operating in competitive markets.	
Learning outcomes - course content	
Students will be able to: Knowledge • Explain the fundamental concepts, functions and principles of marketing. • Describe the role of marketing in creating market value and competitive advantage. • Understand market segmentation, customer behavior and marketing strategy development. • Recognize the importance of marketing research and marketing information systems. Skills • Analyze customer and market requirements. • Apply marketing concepts to selected products or services. • Develop basic marketing assumptions and marketing plans. • Collect, interpret and present marketing information.	

- Work effectively in teams and communicate marketing ideas in English

Course content

- Definition and evolution of marketing.
- Functions of marketing and current marketing trends.
- Product value and product life cycle.
- Customer needs and market requirements.
- Market segmentation and target markets.
- Marketing research and data collection.
- Marketing strategy and marketing planning.
- Marketing mix and market positioning.
- Practical marketing project and presentation.

Student workload (self-study description)

Students are expected to:

- Study recommended literature and course materials.
- Prepare for classes through independent reading and analysis of marketing cases.
- Conduct individual and group work related to marketing assignments.
- Prepare presentations and project reports.
- Review course content and prepare for assessment

Literature

1. Kotler P., Keller K.L., *Marketing Management*, 14th Edition, Prentice Hall, 2011.
2. Jain S.C., *Marketing Planning & Strategy*, 6th Edition, Cengage South-Western, 1999
3. Course materials