Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | **Marketing Management** |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | | 2600-IBP-MaM |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | 2nd level – master,  1 semester - winter semester |
| Short description | | In this course, we will take the perspective of the marketing decision maker. You will learn about the decisions that marketers must make and tools & frameworks that will assist you in making those decisions effectively. |
| Type of course: | | seminar |
| Full description | | This course tries to show a holistic approach to marketing management - based on strategies for growing customer value and profitability  The aim of the course is to introduce students to marketing strategy formulation and to marketing program development. To enhance students problem-solving abilities in operational areas of marketing by providing you with a set of analytical tools (i.e., frameworks, concepts, models, and techniques). To show the major decisions that marketing managers face in their efforts to balance the organization’s objectives and resources against needs and opportunities in the global marketplace. To present examples of how firms organize their marketing efforts and manage their marketing programs across a broad range of business settings (e.g., FMCG, pharmaceutical, telecommunications, financial services, automobile industries). |
| Prerequisites | Formal | xxx |
| Initial | xxx |
| Learning outcomes | | By the end of the course, you should understand the complexity and challenges associated with making marketing decisions.  You will be able to design effective marketing strategies.  You will be able to analyse the role of marketing within the firm and society, develop analytical, communication and presentation skills (through use of technological aids).  You will appraise and develop practical marketing decision-making skills to be successful in conducting business.  On the practical side, this holistic understanding of marketing should make each of you a more knowledgeable consumer. |
| ECTS credit allocation (and other scores) | | 4 ECTS |
| Assessment methods and assessment criteria | | 1. Midterm and final written tests. Each of two tests will consist of short essay (open-ended) questions. No books are allowed. The questions will be based on the literature chapters, lecture notes and video clips, the cases covered in class and the corresponding class discussions. You can take a make-up test only after you turn in legitimate evidence (doctor’s note) before the scheduled test date. 2. Final group project. The group project requires each group to develop a marketing plan for a new product or service of an existing company (not a hypothetical company). The project should cover issues discussed in class. Students will be provided with the additional Group Project Guideline. There will be a group presentation at the end of the semester. All group members should present their group project. 3. Case studies done in the class. Each case is to be done in groups of 3-4 students. In case of absence students will loose points (no make-up points!) 4. Class attendance and participation in class discussion is expected. Your class preparation and exchanges of different thoughts or ideas with other students are crucial to the success of the class and contribute to learning. The points you can get at the end of the semester will be based on my subjective evaluation of each individual’s class participation.   Please do not come to class if you are unwell. Two absences are excused for whatever reason you might have *(Use the two absences wisely).* |
| Examination | | **Course Grading:**   1. Midterm test (open-ended questions, 20% of final grade) minimum 11% to pass 2. Final test (open-ended questions, 20% of final grade) minimum 11% to pass 3. 20% case studies (written preparation: 2-3 pages, case is to be done in groups: 3-4 persons during the class or at home as a homework) 4. 30% final group project 5. 10% class attendance and participation in class discussion (Active individual participation in class discussion is both essential and expected. Please be prepared to share and discuss your thoughts and ideas with the class!   **Final grades:**   * 100 – 96% - 5! * 95 – 91% - 5 * 90 – 81% - 4+ * 80 – 71% - 4 * 70 – 61% - 3+ * 60 – 51% - 3 * 50% or less - 2 |
| Type of class | | obligatory,  seminar  2nd level, year 1 (semester 1)  Full time mode |
| Mode of delivery | | A combination of lectures, discussions of cases, group presentations and a course project will be employed to achieve the course objectives. Internet video will also be used to better understand class materials and discussions.  In the class (+ eNauka)  In case of necessity – online via Zoom (+ eNauka) |
| Language | | English |  |
| Bibliography | | Kotler P., G. Armstrong, Principles of Marketing, Pearson, 14e |
| Internship as part of the course | | xxx |
| Coordinators | | Agnieszka Wilczak, PhD |
| Group instructors | | Agnieszka Wilczak, PhD |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Agnieszka Wilczak |
| Title | PhD |
| Type of class: | Seminar |
| Learning outcomes defined for didactic method used during the course | By the end of the course, you should understand the complexity and challenges associated with making marketing decisions. You will be able to design effective marketing strategies.  You will be able to analyse the role of marketing within the firm and society, develop analytical, communication, presentation skills (through use of technological aids) and  appraise and develop practical marketing decision-making skills to be successful in conducting business.  On the practical side, this holistic understanding of marketing should make each of you a more knowledgeable consumer. |
| Assessment methods and assessment criteria for didactic method used during the course | 1. Midterm and final written tests. Each of two tests will consist of short essay (open-ended) questions. No books are allowed. The questions will be based on the literature chapters, lecture notes and video clips, the cases covered in class and the corresponding class discussions. You can take a make-up test only after you turn in legitimate evidence (doctor’s note) before the scheduled test date. 2. Final group project. The group project requires each group to develop a marketing plan for a new product or service of an existing company (not a hypothetical company). The project should cover issues discussed in class. Students will be provided with the additional Group Project Guideline. There will be a group presentation at the end of the semester. All group members should present their group project. 3. Case studies done in the class. Each case is to be done in groups of 3-4 students. In case of absence students will lose points (no make-up points!) 4. Class attendance and participation in class discussion is expected. Your class preparation and exchanges of different thoughts or ideas with other students are crucial to the success of the class and contribute to learning. The points you can get at the end of the semester will be based on my subjective evaluation of each individual’s class participation.   Please do not come to class if you are unwell. Two absences are excused for whatever reason you might have *(Use the two absences wisely).* |
| Examination for didactic method used during the course | **Course Grading:**   1. Midterm test (open-ended questions, each worth; 20% of final grade) minimum 11% to pass 2. Final test (open-ended questions; 20% of final grade) minimum 11% to pass 3. 20% case studies (written preparation: 2-3 pages, case is to be done in groups: 3-4 persons during the class or at home as a homework) 4. 30% final group project 5. 10% class attendance and participation in class discussion (Active individual participation in class discussion is both essential and expected. Please be prepared to share and discuss your thoughts and ideas with the class!   **Final grades:**   * 100 – 96% - 5! * 95 – 91% - 5 * 90 – 81% - 4+ * 80 – 71% - 4 * 70 – 61% - 3+ * 60 – 51% - 3 * 50% or less - 2 |
| Range of content | |  |  |  | | --- | --- | --- | | Topics | | Readings | |  | **Introduction**  **Understanding Marketing Management**   1. Defining marketing 2. Core marketing concepts 3. Orientations toward the marketplace 4. Marketing management process 5. Elements of marketing management process |  | |  | P. Kotler - Ch.1 & 20 | | 2. | **Analysing Marketing Opportunities - Customer Analysis**   1. types of customers 2. the business market versus the consumer market 3. decision - making unit 4. types of buying behaviour 5. stages of the buying decision process 6. factors Influencing buying behaviour   customer value | P. Kotler - Ch. 5 & 6 | | 3. | **Analysing Marketing Opportunities - Competitors Analysis**   1. five forces framework 2. identifying the company’s competitors, 3. product/ market battlefield, 4. assessing the competitors strengths and weaknesses | P. Kotler - Ch. 18 | | 4. | **Analysing Marketing Opportunities – Macroenvironment and SWOT Analysis**   1. macroenvironment analysis 2. SWOT analysis (strengths and weaknesses, opportunities and threats) | P. Kotler - Ch. 3 | | 5. | **Midterm test 11/27/23** | Topics: 1-4 | | 6. | **STP** **procedure**   1. market segmentation 2. market targeting 3. positioning | P. Kotler - Ch. 7 | | 7. | **Brand and Product decisions**   * brand * brand architecture * product mix decisions * product attributes * new-product development process * product life cycle | P. Kotler - Ch. 8  Optional:  Ch. 9 | | 8. | **Marketing communication, channels** **and price policy**   1. advertising 2. sales promotion 3. public relations 4. personal selling 5. direct marketing 6. online communication 7. direct vs. indirect channels 8. number of channel levels 9. number of intermediaries 10. factors affecting price decisions (demand, competition, cost, objective) 11. price positioning | P. Kotler - Ch. 14, 10 &12    Optional:  Ch. 11, 15, 16 & 17 | | 9. | **Final test 01/08/24** | Topics: 6-8 | | 10. | Final project presentations |  | |
| Didactic methods | A combination of lectures, discussions of cases, group presentations and a course project will be employed to achieve the course objectives. Internet video will also be used to better understand class materials and discussions. |
| Bibliography | Kotler P., G. Armstrong, Principles of Marketing, Pearson, 14e |
| Group limit | 50 |
| Time span | Monday, 11:30 am – 2:00 pm (every Monday from 10/30/23) |
| Location | Faculty of Management, Building A, room 207 |