

Course name:**Marketing management in forestry and forest industry**

ECTS	3
Course status	optional, facultativ
Course final assessment /evaluation of outcomes	graded credit
Prerequisite	Basic knowledge of economy, forestry and forest economics

Main field of study:**ERASMUS+**

Educational profile	General academic
Code of studies and education level	MSc
Semester of studies	winter or summer
Language of instruction	English

Course offered by:

Name of faculty offering the course	Faculty of Forestry
Name of department offering the course	Department of Forest Resources Management
Course coordinator	Dr inż. Marcin Piszczek

Learning outcomes:

Symbol of outcome	Description of the learning outcome	Reference to main field of study outcomes	Area symbol*
KNOWLEDGE – student knows and understands			
LES_ZMLPPD_W01	the essence of marketing-mix. Knows the market mechanism and goods offered by forestry and forest industry. Knows supply chains in forestry and wood industry sector. Knows management roles in forestry products and services life cycles.	LES_W15	RL
LES_ZMLPPD_W02	methods of pricing and construction of physical distribution channels in forestry sector.	LES_W15	RL
LES_ZMLPPD_W03	the influence of well prepared advertising campaign on economical and social situation of entities and goods in forestry and forest industry.	LES_W16	RL
LES_ZMLPPD_W04	how to set strategic goals for forestry and wood industry entities. Knows basic and advanced strategic analysis: SWOT, PEST, Ansoff's window matrix, Porter's five forces, portfolio analysis Boston Consulting Group and General Electric.	LES_W15	RL
SKILLS – student is able to			
LES_ZMLPPD_U01	calculate and set prices of goods offered by forestry, wood industry and forest service sector. Have the skill to creating and choosing appropriate channel of physical distribution for different goods offered by forestry sector.	LES_U16	RL
LES_ZMLPPD_U02	design and prepare promotional and advertising campaign for products and services offered by forestry and wood industry.	LES_U16	RL
LES_ZMLPPD_U03	prepare SWOT and PEST analysis as well as Ansoff's window matrix for forestry and forest industry.	LES_U17	RL
LES_ZMLPPD_U04	prepare and analyse competition and competitive advantage on forestry sector using M.E. Porter's five forces model.	LES_U17	RL

LES_ZMLPPD_U05	prepare portfolio analysis: Boston Consulting Group and General Electric for forestry sector.	LES_U17	RL
SOCIAL COMPETENCIES – student is ready to:			
LES_ZMLPPD_K01	work independently and manage team work, select roles for personal competences of individual team members. Understands the need of whole life learning.	LES_K01	RL
LES_ZMLPPD_K02	estimation of effect of marketing management activity on economical and social situation of entities in forestry, forestry services sector, wood industry and environment; understand economical, social and environmental effects of decision in forestry sector.	LES_K03	RL

Teaching contents

Lectures		20 hours
Topics	<ol style="list-style-type: none"> 1. Market mechanism of forestry raw materials and forest industry goods and services. Marketing mix (4P). 2. Products and services assortment offered by forestry and forest industry. Product life cycles and its management. 3. Forestry and forest industry goods and services pricing, strategies, goals and influencing factors. 4. Physical distribution channels of forestry and forest industry goods. Placing of forest industry products. 5. Creation promotion and advertising campaign for forestry non commercial and commercial services, raw materials and forest industry products 6. SWOT and PEST models as simple tool for creating strategy for forestry and forest industry entities. 7. Ansoff's window as advanced tool for creating strategy for forestry and forest industry.. 8. Porters five forces analysis as tool for creating competitive advantage in forestry and forest industry sector. 9. Boston Consulting Group portfolio analysis in forestry sector . 10. General Electric portfolio analysis as a tool for market attractiveness and competitive advantage creation in forestry sector. 	
Accomplished learning outcomes	LES_ZMLPPD_W01; LES_ZMLPPD_W02; LES_ZMLPPD_W03; LES_ZMLPPD_W04	
Means of verification, rules and criteria of assessment	Written test limited in time contains one choice questions and short open questions (minimum 55% of correct answers to obtain the 3.0 mark). The participation of the positive grade from the lectures in the final evaluation is 50%.	

Classes:		20 hours
	<ol style="list-style-type: none"> 1. Product life cycle analysis for chosen product or service offered by forest and forest industry sector.(case study). 2. Forest and forest industry products and services pricing using different methods (computational exercise). 3. Projecting of distribution channels for forest and forest industry goods (project exercise). 4. Creating promotional and advertising campaign for forest and forest industry goods (project exercise). 5. Creating strategy based on SWOT model for chosen forestry and forest industry entities (project exercise). 6. Creating strategy based on PEST analysis for chosen forestry and forest industry entities (project exercise). 7. Creating strategy based on Ansoff's window analysis for chosen for estry and forest industry entities (case studies).. 	

	8. Competition analysis based on Porter's five forces model for chosen forest and forest industry entities (case studies). 9. Boston Consulting Group portfolio analysis for chosen forestry and forest industry entities (project exercise). 10. Market attractiveness and competitive advantage analysis for chosen forestry and forest industry entities based on General Electric portfolio analysis (project exercise).
Accomplished learning outcomes	LES_ZMLPPD_U01; LES_ZMLPPD_U02; LES_ZMLPPD_U03; LES_ZMLPPD_U04; LES_ZMLPPD_U05; LES_ZMLPPD_K01; LES_ZMLPPD_K02
Means of verification, rules and criteria of assessment	Passing the project individual (1,3) or group (2,4,5,6,7,8,9,10) and computing exercise (2) on a grade. Assessment of individual and group activity and skills. The participation of the positive grade from the completion of the exercises in the final evaluation is 50%.

References:

Basic	Freeman R.E., Strategic management, Oxford University Press, 2010 Kotler, Keller, Marketing Management Global Edition, the 15-th edition, Pearson 2015
Supplementary	Kotler, Armstrong, Principles of marketing, 17-th edition, Pearson, 2017 Porter M.E. Competitive Strategy Techniques for Analyzing Industries and Competitors, Simon & Schuster, 16-th edition 2018

Structure of learning outcomes

Area of academic study: R – Agricultural sciences, L - Forestry	3	ECTS **
		ECTS**

Structure of student activity

Contact hours	47	hrs.	1.9	ECTS**
Including:				
lectures	20	hrs.		
classes and seminars	20	hrs.		
consultations	5	hrs.		
participation in research	-	hrs.		
obligatory traineeships	-	hrs.		
participation in examination	2	hrs.		
e-learning	-	hrs.	-	ECTS**
student own work	28	hrs.	1.1	ECTS**

*Areas of academic study in the fields of: H- humanities; S - social studies; P – biological sciences; T – technological sciences; M- medical, sport and health sciences; R – Agricultural, forestry and veterinary sciences; A – the arts

** stated with an accuracy to 0.1 ECTS, where 1 ECTS = 25 - 30 hours of classes