

**Course name:** Fundamentals of Marketing

ECTS	6
Course status	Erasmus elective course
Course final assessment /evaluation of outcomes	exam
Prerequisite	knowledge of English at b2 level

**Main field of study:**

Educational profile	general academic
Code of studies and education level	bachelor/master
Semester of studies	winter
Language of instruction	English

**Course offered by:**

Name of faculty offering the course	Faculty of Agriculture and Economics
Name of department offering the course	Department of Management and Economics of Enterprises
Course coordinator	Elena Horska

**Learning outcomes:**

Symbol of outcome	Description of the learning outcome	Reference to main field of study outcomes	Area symbol*
<b>KNOWLEDGE – student knows and understands</b>			
FOM_W1 FOM_W2 FOM_W3 FOM_W4	- the functioning of the market and the position of the company in a competitive market situation, - functions and importance of marketing, - application of marketing tools and their impact on business practice business practice, - consumer behaviour, their needs and wants, and their position at the business focus	ZA1_W02 ZA1_W09	SZ
<b>SKILLS – student is able to:</b>			
FOM_U1 FOM_U2	- identify market opportunities and threats, consumer needs and wants consumers and organise market research, - apply the theoretical aspects of marketing to be able to design a marketing programme, marketing strategy and implement it in business practice business practice	ZA1_U01 ZA1_U05 ZA1_U11	SZ
<b>SOCIAL COMPETENCIES – student is ready to:</b>			
FOM_K1 FOM_K2 FOM_K3	- update their knowledge of marketing, - use the knowledge gained to solve problems and make decisions, - public speaking	ZA1_K04 ZA1_K06 ZA1_K13	SZ

**Teaching contents**

<b>Lectures</b>	<b>30 hours</b>
Topics	<ol style="list-style-type: none"> <li>1. Marketing and the modern business environment, functions of marketing, evolution of the role of marketing in the company</li> <li>2. Market segmentation</li> <li>3. Product policy, new product development and innovation</li> <li>4. Price policy</li> <li>5. Distribution channels</li> <li>6. Marketing communication</li> <li>7. B2B vs. B2C marketing, new trends in marketing</li> <li>8. Marketing research</li> </ol>

Accomplished learning outcomes	FOM_W1, FOM_W2, FOM_W3, FOM_W4, FOM_U1, FOM_U2, FOM_K1, FOM_K2, FOM_K3
Means of verification, rules and criteria of assessment	Written form to check knowledge, active participation in class, project presentation, panel discussion

**References:**

Basic	Kotler Ph., Armstrong G. 2018. Principles of marketing, Pearson Education Limited Kotler Ph., Keller K.L. 2012. Marketing management, Prentice Hall Drummond G., Ensor J., Ashford R., 2008, Strategic Marketing: Planning and Control, Elsevier
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**Structure of learning outcomes**

Area of academic study: S	6 ECTS
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**Structure of student activity**

Contact hours	35	hrs	1,4 ECTS**
Including:			
lectures	30	hrs	
classes and seminars		hrs	
consultations	3	hrs	
participation in research		hrs	
obligatory traineeships		hrs	
participation in examination	2	hrs	
e-learning		hrs	ECTS**
student own work	115	hrs	4,6 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