



MODULE DESCRIPTION

Module code	IS1_PH11
Module name	Przedmioty humanistyczne 1 Podstawy marketingu
Module name in English	Humanistic Course 1 The Fundamentals of Marketing
Valid from academic year	2012/13

MODULE PLACEMENT IN THE SYLLABUS

Subject	Computer Science
Level of education	1st degree (1st degree / 2nd degree)
Studies profile	General (general / practical)
Form and method of conducting classes	Full-time (full-time / part-time)
Specialisation	
Unit conducting the module	The Department of Devices and Systems in Automatic Control
Module co-ordinator	Ludomir Tuszyński, PhD, Eng.
Approved by:	

MODULE OVERVIEW

Type of subject/group of subjects	Other HES (basic / major / specialist subject / conjoint / other HES)
Module status	Compulsory (compulsory / non-compulsory)
Language of conducting classes	Polish
Module placement in the syllabus - semester	1st semester
Subject realisation in the academic year	Winter semester (winter / summer)
Initial requirements	Mathematics, Computer Science (module codes / module names)
Examination	No (yes / no)
Number of ECTS credit points	1

Method of conducting classes	Lecture	Classes	Laboratory	Project	Other
Per semester	30				

TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS



Projekt współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego

Module target	The aim of the module is to familiarise students with: the fundamentals of marketing concept as regards the operation of enterprises and other organisations on the market, the principles of formulating enterprise strategy and selecting the means of realising it, the application of procedures and the instruments of marketing mix.
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Effect symbol	Teaching results	Teaching methods (l/c/l/p/other)	Reference to subject effects	Reference to effects of a field of study
W_01	A student has elementary knowledge as regards management.	l	K_W19, K_W21	T1A_W09,T 1A_W11 InzA_W04
W_02	A student has systematised knowledge as regards marketing.	l	K_W19, K_W21	T1A_W09,T 1A_W11 InzA_W04
W_03	A student is familiar with basic marketing instruments.	l	K_W19, K_W21	T1A_W09,T 1A_W11 InzA_W04
W_04	A student is acquainted with the principles of creating a marketing strategy of an institution.	l	K_W19, K_W21	T1A_W09,T 1A_W11 InzA_W04
U_01	A student can make a marketing analysis of an institution.	l	K_U01	T1A_U01, InzA_U02
U_02	A student can create a marketing plan of an institution.	l	K_U01	T1A_U01, InzA_U02
K_01	A student is aware of the significance concerning marketing knowledge for the ability of solving marketing management problems in different organisations.	l	K_K05, K_K04	T1A_K05, T1A_K06 InzA_K02

Teaching contents:

Teaching contents as regards lectures

Lecture number	Teaching contents	Reference to teaching results for a module
1	The essence and genesis of marketing. The impact of environment on the functioning of marketing.	W_01, W_02, W_03, W_04
2	Marketing philosophy of institutions. Marketing environment of a company. The essence of marketing management in modern organisations. The phases of the marketing management process.	W_01, W_02, W_03, W_04
3	Marketing mix. Marketing tools applied in modern organisations.	W_01, W_02, W_03, W_04
4	Market model. Market segmentation.	W_01, W_02, W_03, W_04
5	Market offer. A consumer as a market participant.	W_01, W_02, W_03,



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		W_04
6	Marketing research. Organising and methodology of marketing research.	W_01, W_02, W_03, W_04
7	Strategic marketing planning – a strategic planning, a strategic analysis, and marketing strategies.	W_01, W_02, W_03, W_04
8	Price. Pricing strategies. The concept of price in marketing.	W_01, W_02, W_03, W_04
9	A product. Product life cycle. Product management.	W_01, W_02, W_03, W_04
10	Distribution: the essence and functions of marketing channels.	W_01, W_02, W_03, W_04
11	Promotion. Policy and promotion strategy. Promotional mix.	W_01, W_02, W_03, W_04
12	Advertising. The functions and types of advertising. The benefits and threats of applying advertising.	W_01, W_02, W_03, W_04
13	Public relations. PR activities in a modern organisation. The characteristics of sponsoring and its conditioning.	W_01, W_02, W_03, W_04
14	Personal selling, supplement promotion. Direct marketing.	W_01, W_02, W_03, W_04
15	Trade fairs as a marketing instrument.	W_01, W_02, W_03, W_04

The methods of assessing teaching results

Effect symbol	Methods of assessing teaching results <i>(assessment method, including skills – reference to a particular project, laboratory assignments, etc.)</i>
W_01	A final test on the lectures.
W_02	A final test on the lectures.
W_03	A final test on the lectures.
W_04	A final test on the lectures.
U_01	A final test on the lectures.
U_02	A final test on the lectures.
K_01	A final test on the lectures.



STUDENT'S INPUT

ECTS credit points		Student's workload
	Type of student's activity	
1	Participation in lectures	30
2	Participation in classes	
3	Participation in laboratories	
4	Participation in tutorials (2-3 times per semester)	
5	Participation in project classes	
6	Project tutorials	
7	Participation in an examination	
8		
9	Number of hours requiring a lecturer's assistance	30 <i>(sum)</i>
10	Number of ECTS credit points which are allocated for assisted work <i>(1 ECTS credit point=25-30 hours)</i>	1
11	Unassisted study of lecture subjects	
12	Unassisted preparation for classes	
13	Unassisted preparation for tests	
14	Unassisted preparation for laboratories	
15	Preparing reports	
16	Preparing for a final laboratory test	
17	Preparing a project or documentation	
18	Preparing for an examination	
19	Preparing questionnaires	
20	Number of hours of a student's unassisted work	<i>(sum)</i>
21	Number of ECTS credit points which a student receives for unassisted work <i>(1 ECTS credit point=25-30 hours)</i>	0
22	Total number of hours of a student's work	30
23	ECTS credit points per module <i>1 ECTS credit point=25-30 hours</i>	1
24	Work input connected with practical classes <i>Total number of hours connected with practical classes</i>	0
25	Number of ECTS credit points which a student receives for practical classes <i>(1 ECTS credit point=25-30 hours)</i>	0