

The title of the course	<b>Basics of Marketing Management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Classes conducted for Polish students. Erasmus students can join them	International business models, International marketing
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Katarzyna Żymkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of marketing management, familiarizing students with theoretical concepts and presenting its implementation in business practice.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Understanding marketing management</li> <li>2. Conducting marketing research</li> <li>3. Marketing planning and plans</li> <li>4. STP strategy in marketing</li> <li>5. Marketing mix strategy</li> <li>6. Marketing performance and basics of marketing control</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Kotler P. and Keller K. L. (2016). Marketing Management, 15<sup>th</sup> ed. Upper Saddle River, NJ : Pearson Prentice Hall.</li> <li>2. Kotler P. and Armstrong G. (2018). Principles of Marketing, 17<sup>th</sup> ed., Upper Saddle River, NJ : Pearson Prentice Hall.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Piercy, N. (2009). Market-Led Strategic Change, 4<sup>th</sup> ed., Elsevier.</li> <li>2. Aaker, D. A. (2001). Strategic Market Management, 6<sup>th</sup> ed., John Wiley &amp; Sons.</li> </ol>
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<ul style="list-style-type: none"> <li>- Student knows marketing management stages and methods</li> <li>- Student uses the correct marketing management terms and tools</li> <li>- Student works in a team to solve marketing management business problem.</li> </ul>