

The title of the course	Marketing Planning Essentials
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 Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of marketing planning regarding its stages, styles and barriers.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> 1. Understanding marketing planning process in business 2. Marketing planning dimensions 3. Methods and styles of marketing planning 4. Marketing plan types and structure 5. Barriers to effective marketing planning
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"> 1. McDonald M., Wilson H. (2016): Marketing plans: How to prepare them, how to profit from them, 8th ed., Wiley. 2. Kotler P. and Keller K. L. (2016). Marketing Management, 15th ed. Upper Saddle River, NJ : Pearson Prentice Hall. <p>Supplementary:</p> <ol style="list-style-type: none"> 1. Piercy, N. (2009). Market-Led Strategic Change, 4th ed., Elsevier. 2. Morschett D., Schramm-Klein & Zentes J. (2010). Strategic International Management. Text and Cases, 2nd ed., Gabler.
The effects of the education <ul style="list-style-type: none"> - knowledge - skills - social competences 	<ul style="list-style-type: none"> - Student knows marketing planning process, dimensions, styles, methods, and barriers - Student uses the correct terms to discuss marketing plan structure and types - Student works in a team to prepare the marketing plan.