

Code of the course	4606-VP-ES-00003	Name of the course	Polish	Zarządzanie Marketingowe		
			English	Marketing Management		
Type of the course	Specialty subject/researcher's workshop					
Course coordinator	Kassim Adekunle AKANNI	Course teacher	Kassim Adekunle AKANNI			
Implementing unit	KNEIS	Scientific discipline / disciplines*	Management and Quality Sciences			
Level of education	Doctoral studies	Semester	winter			
Language of the course	English					
Type of assessment	Written Assignment/ Test	Number of hours in a semester	30	ECTS credits	3	
Minimum number of participants	10	Maximum number of participants	-	Available for students (BSc, MSc)	Yes/No	
Type of classes		Lecture	Auditory classes	Project classes	Laboratory	Seminar
Number of hours	in a week	2		1		
	in a semester	20		10		

* does not apply to the Researcher's Workshop

1. Prerequisites
Not applicable

2. Course objectives
<p>The specific objectives of this course are to:</p> <ul style="list-style-type: none"> - Provide the student with an understanding of the marketing function and the general structure of the marketing environment. - Help the student develop a clear understanding of the role of marketing managers in the marketing dynamic process of globalization as it relates to international trade and competition. - Assist the student to understand the role of marketing management functions in relationship to the evolving technological developments in today's dynamic business environment. - Provide the student with an understanding of the marketing managers role in the changing shift from manufacturers to giant retailers to services, and beyond.

3. Course content (separate for each type of classes)
Lecture
<ol style="list-style-type: none"> 1. What is Marketing Management? 2. Customer Behaviour 3. Segmentation 4. Targeting 5. Positioning 6. Products, Goods, and Services 7. Brands 8. New Products 9. Pricing 10. Channels of Distribution and Logistics 11. Customer Relationships 12. Marketing Strategy



13. Marketing Plans 14. Review/Cases and Experimental Exercises
Laboratory

4. Learning outcomes			
Type of learning outcomes	Learning outcomes description	Reference to the learning outcomes of the WUT DS	Learning outcomes verification methods*
Knowledge			
K01	The graduate knows and understands the importance of key concepts of marketing management in solving contemporary civilization dilemmas.	SD_W1	Final exam
K02	The graduate knows and understands the main development trends in marketing management and scientific research methodologies related to this area.	SD_W3	Final exam
Skills			
S01	The graduate is able to use knowledge from various fields as part of marketing management tools to solve complex problems in business practice, such as: Management of the customer relationships, target markets, brand, marketing mix, exchange process; Management of the marketing environment, Business-to-Consumer (B2C) and business-to-business (B2B) marketing; Management of marketing channels, pricing, direct marketing, digital marketing, social networks, supply chain management (SCM).	SD_U1	Project
S02	The graduate is able to critically comment on the literature and results of scientific research and expert activity in the area of marketing management.	SD_U2	Project
S03	The graduate is able to communicate on specialist topics relevant to the challenges of marketing management on an international scale.	SD_U4	Project
Social competences			
SC01	The graduate is ready to recognize and recognize the importance of knowledge and scientific achievements in solving dilemmas using knowledge resulting from environmental scanning and other analyzes when selecting target groups and developing an appropriate marketing mix for each group.	SD_K2	Social competencies are assessed based on observation of behaviours and attitudes during the conducted classes

*Allowed learning outcomes verification methods: exam; oral exam; oral test; project evaluation; report evaluation; presentation evaluation; active participation during classes; homework; tests



5. Assessment criteria

Attendance in class is necessary for all students as they (students) will be subjected to one research assignment and final examination at the end of all teaching activities in the semester. The breakdown of the scores for the class attendance, research assignment, and final examination shall be as follows:

Class Attendance =	20%
Project =	30%
Final Examination =	50%
Total	= 100%

Grading Policy:

Graded Course Activities

Grade	Points	Remark
0%-49%	0	Failed
50%-60%	3	Passed
61%-70%	3+	Passed
71%-80%	4	Passed
81%-90%	4+	Passed
91%-100%	5	Passed

6. Literature

Primary references:

- [1] P.Kotler and K.L.Keller (2014): Marketing Management. Pearson, 15th edition. p.832. ISBN-10:0133856461
- [2] A.Chernev, K., L.Keller and P.Kotler (2021): Marketing Management. Pearson, 16th edition.
- [3] P.Kotler (2001): A Framework for Marketing Management. 6th edition. ISBN-10: 978013387131

Secondary references:

- [1] D.D.Prio, F.Buttler and S.Maklan (2024): Customer Relationship .Concepts, Applications and Technologies. 5th Edition. ISBN:9781032247441
- [2] T.N.Ingram, R.W.Laforge, R.A.Avila, C.H.Schwekper, Jr., and M.R.Williams (2024): Sales Management- Analysis and Decision Making. 11th edition. ISBN 9781032426358. Routledge Publishers.

7. PhD student's workload necessary to achieve the learning outcomes**

No.	Description	Number of hours
1	Hours of scheduled instruction given by the academic teacher in the classroom	30
2	Hours of consultations with the academic teacher, exams, tests, etc.	10
3	Amount of time devoted to the preparation for classes, preparation of presentations, reports, projects, homework	20
4	Amount of time devoted to the preparation for exams, test, assessments	16
Total number of hours		76
ECTS credits		3

** 1 ECTS = 25-30 hours of the PhD students work (2 ECTS = 60 hours; 4 ECTS = 110 hours, etc.)

8. Additional information

Number of ECTS credits for classes requiring direct participation of academic teachers	2
Number of ECTS credits earned by a student in a practical course	1