

**Subject: MARKETING****I. General information**

Organization unit	Faculty of Physical Education Chair of Organisation, Management and Economy Supervisor: Prof. Jolanta Żyśko
Course name	MARKETING
Subject code	14/2/I/S
Teaching language	English
Type of subject (obligatory/ facultative)	Facultative
Level of studies (eg. bachelor, master)	bachelor
Study year	2
Semester	I
ECTS points	4
Teacher/ e-mail	Prof. Monika Piątkowska/ monika.piatkowska@awf.edu.pl
Studies program in which the subject is realized	SPORT
Method of realization (stationary/ distance learning)	Stationary/distant learning
Prerequisites	-

II. Detailed Information**Course aims and objectives**

A1	Provide basic knowledge of marketing and marketing management
A2	Acquire the ability to select and use basic marketing tools
A3	Develop the practical ability to plan and evaluate the effectiveness of marketing activities

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W05 Knowledge and comprehension of the fundamental conditions and with micro- and macroeconomic processes taking place in the contemporary world allowing for market based mechanisms and sport professionalization.	Student knows and understands the basic marketing concepts, mechanisms and conditions as well as macro and microeconomic processes occurring in the market economy, affecting the changing marketing strategies of organizations.
K_W06 Knowledge and comprehension of the basis aspects underlying the functioning of organisations in a dynamic environment, principles for operation and management of an organisation and legal framework underlying management of enterprises and organisations, with particular focus on sport organisations.	Student knows the basic methods and measures used in creating marketing plans with particular emphasis on the sports market.
Skills	
K_U08 Ability to analyse conditions related to social and economic phenomena as regards sports. Comprehension of social and political condition of the given society. Ability to interpret scientific and media related communication in the field of social sports conditions.	Student is able to make a preliminary analysis and evaluation of the marketing situation in the macro and micro scale of any organization.
K_U04 Ability to formulate objectives and select appropriate methods and techniques required to model behaviour of particular participants of diverse forms of sports activity.	Student is able to formulate the marketing goals of selected organizations and prepare basic plans of marketing activities.
Social Competences	
K_K01 Ability to find solutions to specific tasks of a practical nature in the field of sports activity. K_K04 Capacity for autonomous decision making in professional tasks.	Student independently chooses the necessary tools for marketing plans.
K_K05 Ability to work in a team – involved actively in the work of groups (teams) and organisations assigned with implementation of social objectives, especially with respect to sports activity. K_K06 Ability to communicate with other people and to pass on basic knowledge related to sports.	Student has the ability to work in a team, actively participating in the group work as part of the prepared projects and marketing tasks.

Syllabus contents

No	Title
----	-------

Classes	
SC1	Introduction to the field of marketing. Glossary of marketing terms
SC2	The importance of marketing. Marketing management philosophies
SC3	Defining the marketing process in the contemporary organisations
SC4	Market and marketing identification. Consumer and business markets
SC5	Managing marketing information
SC6	Segmentation, targeting, and positioning: building the right relationships with the right customers
SC7	Market segmentation. The benefits of market segmentation. Types of market segmentation
SC8	Instruments of marketing mix. Concept of 4P, 4C, 7P etc.
SC9	Product, services, and branding strategy. New-product development and product life-cycle strategies
SC10	Pricing products: understanding and capturing customer value
SC11	Marketing channels and supply chain management
SC12	Communicating customer value: integrated marketing communications strategy.
SC13	Advertising, public relations, personal selling and sales promotion, direct and online marketing: building direct customer relationships
SC14	Marketing plan
SC15	Marketing case study examples.]

Assessment criterion: It is obligatory to be present during the classes (frequency at least 80%). The condition for passing the course is a positive assessment of the written test (a satisfactory grade - at least 60%) and positive evaluation of the prepared projects/tasks.

Obligatory literature:

Freeman, A. (2020). *Marketing Management: A Strategic Approach*. WILLFORD Press.

Kotler, P. (2020). *Principles of marketing*. Global edition. Pearson Education Limited.

Kotler, P., Keller, K.L., Brady, M., Goodman, M., Hansen, T. (2019). *Marketing Management*. Pearson UK.

1ECTS point = 30 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
Contact hours	30
Self study	90
Total = 120 hours = 4 ECTS	