

**CLASS CARD: BASICS OF MARKETING**

Basic classes	Code in the study plan	ECTS
MARKETING OF TOURISM AND RECREATION SERVICES	TR/1/PP/PMA	3

Education profile	Practical
Faculty and field of study	Faculty of Physical Education
Studies program in which the subject is realized	Tourism and Recreation
Professor's name	Anna Mazurkiewicz-Pizło, PhD
Level of studies (eg. bachelor, master)	bachelor
Study year and semester	I, 1
Language	English
Method of realization (stationary/ distance learning)	stationary
Lectures/classes hours	15/30
Form of passing classes	exam
Type of subject (obligatory/ facultative)	obligatory
Prerequisites	none

**DETAILED INFORMATION****COURSE AIMS AND OBJECTIVES**

<b>A1</b>	Knowledge of marketing and the ability to apply it in practice in different types of organizations, both not-for-profit and for-profit.
<b>A2</b>	Ability to conduct marketing analysis to support strategic organizational decisions.
<b>A3</b>	Ability to effectively search for and obtain information needed to plan strategic marketing activities in the organization.
<b>A4</b>	Ability to use basic marketing management tools.

**LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES**

Learning outcome	Subject's learning outcomes
<b>KNOWLEDGE</b>	
<b>P_WO1</b>	Understands the basic concepts of marketing

<b>P_W02</b>	Understands the impact of the environment on the marketing management of an organisation.
<b>P_W03</b>	Knows and understands the basic relationships between the market and the company's offer or the activities of a non-profit organisation.
<b>SKILLS</b>	
<b>P_U01</b>	Student is able to use basic marketing management tools
<b>P_U02</b>	Students is able to obtain data for the analysis of specific processes and phenomena for effective and efficient marketing management
<b>SOCIAL COMPETENCES</b>	
<b>P_K01</b>	Student Is able to work in a team

### SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

<b>FORM OF CLASSES – LECTURE - subject</b>		<b>Reference to subject-specific learning outcomes</b>
<b>1-15</b>	<p>The nature of marketing in the modern economy.</p> <p>Basic marketing concepts and theories.</p> <p>Marketing research and its application. Methods and tools.</p> <p>Buyers in the market - behaviour and determinants of market behaviour. Segmentation.</p> <p>Marketing tools: Product marketing concept: life cycle, brand, packaging, innovation. Product on the Internet.</p> <p>Marketing tools continued. Price and pricing strategies. Distribution on the Internet.</p> <p>Marketing tools continued. Promotion (marketing communication). Traditional and innovative tools. Promotion on the Internet.</p> <p>Passing on the content presented in lectures and recommended for independent study.</p>	<b>A1</b>
<b>FORM OF CLASSES – CLASSES – subject</b>		<b>Reference to subject-specific learning outcomes</b>
<b>1-30</b>	Presentation of the subject card and conditions of participation and crediting.	<b>A1, A2, A3, A4</b>

	<p>Basic marketing concepts.</p> <p>Marketing plan.</p> <p>Use and importance of marketing research. Methods of marketing research.</p> <p>Construction of a selected research tool.</p> <p>Organizational resources. Analysis of 4P and 7P of the organization.</p> <p>Organizational environment. Selected methods of strategic analysis of the macro-environment (PEST/PESTEL), micro-environment, competition, stakeholders.</p> <p>Discussion of SWOT analysis.</p> <p>Field research to obtain the necessary information for the analyses to be carried out.</p> <p>Discussion of the field research. Problems and successes.</p> <p>Presentations.</p> <p>Promotion strategy. Traditional and innovative tools.</p> <p>Methods of researching the impact of marketing activities.</p>	
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### PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
<b>Lecturers</b>	Auditorium method, discussion
<b>Classes</b>	Group project, discussion of practical examples, keys studies
<b>Teaching resources:</b> computer, multimedia projector	

### METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
<b>P_W01, P_W02,</b>	Final written exam
<b>P_U01, P_U02, P_U03</b>	Practical exercises, project, group presentation, Colloquium.
<b>P_K01</b>	Observation of class participation and teamwork. , Group presentations or short oral reports

### CONDITIONS FOR PASSING CLASSES:

- Active participation in class and completion of assigned tasks.
- Colloquium.
- Team research report and in-class presentation.
- **Written exam**

### SAMPLE ASSESSMENT/EXAMINATION TOPICS

#### 1. What is the primary goal of marketing?

- A) To increase product prices
- B) To satisfy customer needs and wants

- C) To create the highest possible profit
- D) To reduce competition

**Answer:** B) To satisfy customer needs and wants

**2. Which of the following is NOT one of the 4 Ps of marketing?**

- A) Product
- B) Price
- C) Process
- D) Promotion

**Answer:** C) Process

**3. Market segmentation involves:**

- A) Targeting the broadest possible audience
- B) Dividing the market into distinct groups based on various characteristics
- C) Focusing on one specific marketing channel
- D) Designing the product only for high-income customers

**Answer:** B) Dividing the market into distinct groups based on various characteristics

**5. A company's "brand" refers to:**

- A) The physical store location of the business
- B) The company's reputation and image in the market
- C) The price of its products
- D) The legal structure of the business

**Answer:** B) The company's reputation and image in the market

**ENGLISH BIBLIOGRAPHY**

<b>Basic</b>	Kotler, Ph., Keller K.L. , Chernev A. (2021). Marketing management Pearson Education.
<b>Additional</b>	Kotler Ph, Kartajaya H., Setiwan I. (2023). Marketing 6.0: The Future is Immersive, Willey.

**SELF STUDY**

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
45	1,8	Lectures and Claesses
30	1,2	Self study
<b>75</b>	<b>3</b>	<b>TOTAL</b>

**Number of ECTS points that a student obtains in classes developing practical skills: 1,5**

<b>Author of the class card:</b>	<b>Name, surname and email</b>
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