



Subject: BASICS OF MARKETING

GENERAL INFORMATION

Organization unit	Faculty of: Tourism and Recreation. Chair of Management, Organization and Economics Chairman: dr hab. Monika Piątkowska, prof. AWF
Course name	Basics of Marketing
Subject code	3/1/1/T
Teaching language	English
Type of subject (obligatory/ facultative)	Obligatory
Level of studies (eg. bachelor, master)	Bachelor
Study year	1
Semester	1
ECTS points	3
Professor	Anna Mazurkiewicz-Pizło, PhD Anna.mazurkiewiczpizlo@awf.edu.pl
Studies program in which the subject is realized	Tourism and Recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	

DETAILED INFORMATION

Course aims and objectives

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

Main topics

No	Topic
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Lectures/classes	
	<p>The nature of marketing in the modern economy.</p> <p>New trends in marketing strategies.</p> <p>Basic marketing concepts and theories.</p> <p>New technology in marketing activity.</p> <p>Marketing research and its application. Methods and tools.</p> <p>Buyers in the market - behaviour and determinants of market behaviour. Segmentation. (B2B, B2C, B2G)</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>

CONDITIONS FOR PASSING CLASSES:

Conditions for Passing the Course:

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

1 ECTS point = 25 hours students work (contact + self study)



TYPES OF CLASSES	HOURS
1. Contact classes	45
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	10
4. Self study as reading text prepared by the teacher	10
Total = 75 hours- ECTS points 3	

Author of the class card:	Name, surname and email
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