

## BASICS OF MARKETING

### I. General information

<b>Organization unit Faculty of Physical Education</b>	Chair of Organisation, Management and Economy Supervisor: Prof. Jolanta Zyśko
<b>Course name</b>	Basics of Marketing
<b>Subject code</b>	3/1/1/T
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	Obligatory
<b>Level of studies (eg. bachelor, master)</b>	Bachelor
<b>Study year</b>	1
<b>Semester</b>	1
<b>ECTS points</b>	4
<b>Teacher</b>	Anna Mazurkiewicz-Pizło, phd anna.mazurkiewiczpizlo@awf.edu.pl
<b>Studies program in which the subject is realized</b>	Tourism and Recreation
<b>Method of realization (stationary/ distance learning)</b>	Stationary
<b>Prerequisites</b>	None

### II. Detailed Information

COURSE AIMS AND OBJECTIVES	
<b>A1</b>	The knowledge of basic content about marketing management
<b>A2</b>	The ability to plan activities and marketing strategies
<b>A3</b>	Knowledge of how to conduct marketing activities in various groups of buyers (B2B, B2C, B2G)
<b>A4</b>	The knowledge of various analysis tools and the ability to use them in the enterprise.

## Learning outcomes

Learning outcome	Subject's learning outcomes
<b>Knowledge</b>	
K_W13	Student has the basic knowledge of management and marketing and the functioning of subjects organizing tourism and recreation
K_W18	Student knows methods and tools, including data acquisition, appropriate for tourism and recreation and useful for describing structures and social institutions and the processes taking place within them as well as between them.
<b>Skills</b>	
K_U05	Student is able to perform tasks related to tourist services at selected posts in tourism and recreation
K_U15	Student using basic research methods, (s)he is able to identify chosen social, economic and environmental problems related to development of tourism.
K_U18	Student has the ability to prepare a report (written or oral) on projects or research that (s)he has carried out
<b>Social Competences</b>	
K_K02	In his or her career the graduate abides by general principles and ethical norms applying to society
K_K03	The graduate thinks and acts resourcefully
K_K04	Cooperates and works in a team, taking various roles

## Syllabus contents

No	Title
<b>Classes/ Practical classes</b>	
1	Solving marketing problems based on case study. Discussion related to the problems of individual cases. Developing a marketing plan for a selected company / organisation existing on the market.
2	Performing the analysis of the environment, including the analysis of macroenvironment (PEST), microenvironment and internal environment.

3	Selected analysis: SWOT analysis. The product structure.
4	Customer Satisfaction Survey: Choosing the right research tool. Construction of a selected research instrument. Carrying out field research . Preparation of a report on the conducted research.
5	Marketing planning.
6	Building a promotional strategy including Social Media.
7	Evaluation of marketing activities using selected indicators.

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

TYPES OF CLASSES HOURS	
<b>Contact hours - Lectures</b>	15 h
<b>Contact hours - Classes</b>	30 h
<b>Self study</b>	75 h
<b>Total</b>	120