

**CLASS CARD****MARKETING**

<b>Basic classes</b>	<b>Code in the study plan</b>	<b>ECTS</b>
Marketing	SI-19	2

<b>Education profile</b>	<b>Practical</b>
<b>Faculty and field of study</b>	<b>Faculty of Physical Education, Chair of Management, Organisation and Economy</b>
<b>Studies program in which the subject is realized</b>	<b>SPORT</b>
<b>Professor's name</b>	<b>Monika Piątkowska</b>
<b>Level of studies (eg. bachelor, master)</b>	<b>Bachelor</b>
<b>Study year and semester</b>	<b>II, II semester</b>
<b>Language</b>	<b>English</b>
<b>Method of realization (stationary/ distance learning)</b>	<b>stationary</b>
<b>Lectures/classes hours</b>	<b>30</b>
<b>Form of passing classes</b>	<b>Test + marketing plan project</b>
<b>Type of subject (obligatory/ facultative)</b>	<b>Facultative</b>
<b>Prerequisites</b>	<b>-</b>

**DETAILED INFORMATION****Course aims and objectives**

A1	To provide students with a comprehensive understanding of the core principles, concepts, and functions of marketing, including customer needs, value creation, and relationship building in both commercial and non-commercial settings.
A2	To develop students' ability to analyze and apply marketing strategies, including segmentation, targeting, positioning (STP), and the marketing mix (4Ps/7Ps), in diverse business and sport-related contexts.
A3	To foster critical thinking and practical skills in identifying consumer behavior patterns, creating marketing plans, and evaluating real-world case studies, preparing students for further studies or entry-level roles in marketing, event, or sport management.

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

Learning outcome	Subject's learning outcomes
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<b>KNOWLEDGE</b>	
K_W01	P_W01 The student knows and understands the fundamental marketing concepts, as well as the mechanisms and conditions that influence marketing activities.
K_W02	P_W02 The student knows the principles and methods used in the development of marketing plans, with particular emphasis on the sports market.
<b>SKILLS</b>	
K_U08	P_U01 The student is able to conduct a preliminary analysis and assessment of the marketing situation at both the macro and micro levels of any organization.
K_U04 K_U08	P_U02 The student is able to formulate marketing objectives for selected organizations and prepare basic marketing action plans.
<b>SOCIAL COMPETENCES</b>	
K_K01 K_K04	P_K01 The student independently makes decisions regarding the selection of appropriate tools and forms related to marketing planning.
K_K05 K_K06	P_K02 The student demonstrates the ability to work in a team, actively participating in group work related to marketing projects and tasks carried out during the course.

## **SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION**

<b>FORM OF CLASSES – LECTURE - subject</b>		<b>Reference to subject-specific learning outcomes</b>
L1	Course objectives and evaluation criteria. Introduction to marketing and the marketing process: definitions, evolution, and key functions in modern organizations.	P_W01
L2	Marketing management orientations: production, product, selling, marketing, and societal concepts. Strategic implications for organizations.	P_W01
L3	Understanding the marketplace and consumers – micro perspective: customer needs, wants, demand, value creation, and relationship building.	P_W01 P_U01
L4	Understanding the marketplace and consumers – macro perspective: demographic, economic, natural, technological, political, and cultural environments.	P_W01 P_U01

L5	Company and marketing strategy: building customer engagement, delivering value, and establishing lasting relationships through partnerships and strategic planning.	P_W01 P_U02
L6	Market segmentation: bases and criteria. Targeting strategies and positioning in the market: differentiation and competitive advantage.	P_W01 P_U02
L7	The marketing mix: evolution of the 4Ps, 7Ps in services marketing, and contemporary approaches such as 4C and 4A models.	P_W01 P_W02
L8	Products, services, and brands: building customer value. Product levels, classifications, brand equity, and product life cycle management.	P_W01 P_W02
L9	Pricing: understanding and capturing customer value. Pricing strategies and tactics including value-based, cost-based, and competition-based approaches.	P_W02
L10	Marketing channels: delivering customer value. Channel design, supply chains, logistics, and online/offline distribution strategies.	P_W02
L11	Contents of a marketing plan: components and structure including situation analysis, objectives, strategies, and controls.	P_W02
L12	Contents of a marketing plan (cont.): budgeting, implementation, and evaluation metrics.	P_W02 P_U02
L13	Course summary: integration of key concepts and strategies into a holistic marketing approach. Final Q&A.	P_W02 P_U02
L14	Course summary: Integrated marketing strategies and final review	P_W01 P_W02
L15	Final written test: assessment of theoretical understanding and strategic application.	P_W01 P_W02
<b>FORM OF CLASSES – CLASSES – subject</b>		<b>Reference to subject-specific learning outcomes</b>
C1	Analysing core concepts in marketing. Maslow in action: mapping customer needs in a chosen market. Group discussion and needs-based targeting.	P_W01 P_U01
C2	Designing a customer value-driven marketing strategy and plan. Case Study: Eskimo Joe's – value proposition and market offering analysis.	P_U02 P_K01
C3	Analyzing the marketing micro- and macroenvironment. Application of AI in marketing context. Debate and environmental scan.	P_U01
C4	Workshop on micro and macroenvironment analysis. Conducting SWOT analysis for a selected company.	P_U01 P_K01
C5	Steps in strategic planning. Defining a market-oriented mission and vision. Setting company objectives and goals. Interactive planning session.	P_U02 P_K01

C6	STP challenge: Build a segmentation-targeting-positioning strategy. Case study: Volvo Cars.	P_U02 P_K02
C7	Developing an integrated marketing mix. Comparative analysis of 4P, 7P, 4C, and 4A frameworks. Application exercise.	P_W01 P_U02
C8	Building product strategy. Making individual product decisions and mapping product lifecycle. Brand roleplay activity.	P_W02 P_K02
C9	Major pricing strategies: value-based, cost-based, competition-based pricing. Simulation of new product pricing decisions.	P_W02 P_K01
C10	Supply chains and the value delivery network. Workshop on channel strategy and distribution mapping.	P_W02
C11	Steps in developing effective marketing communication. Designing promotional messages and channel selection.	P_W02 P_U02
C12	Group project work: development of a basic marketing plan for a selected brand or initiative.	P_U02 P_K02
C13	Group project work: development of a basic marketing plan for a selected brand or initiative.	P_U02 P_K02
C14	Presentation of student-led project proposal. Course reflection and final assessment	P_U01 P_U02 P_K01 P_K02
C15	Presentation of student-led project proposal. Course reflection and final assessment	P_U01 P_U02 P_K01 P_K02

## PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
<b>Lectures</b>	Expository lectures supported by multimedia presentations, Case study discussions and illustrative examples, Short in-class analytical tasks, Concept visualizations and theoretical debates
<b>Classes</b>	Individual and group case study analysis, Brainstorming sessions and role-playing, Problem-solving and simulation activities, Group project development and peer evaluation
<b>Teaching resources:</b> Presentation, video tutorials, worksheets, templates, selected reading materials and digital resources provided by the instructor	

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

Learning outcomes for classes	Assessment methods
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<b>P_W01</b>	<b>Test with closed questions + CPM task</b>
<b>P_U01, P_U02, P_K01</b>	<b>Project proposal and presentation, engagement and performance in workshops</b>

## CONDITIONS FOR PASSING CLASSES:

<b>Component</b>	<b>Weight</b>	<b>Description</b>
<b>Final test (closed questions)</b>	50%	Assesses theoretical knowledge of marketing concepts and strategic frameworks.
<b>Active participation in classes</b>	10%	Includes contributions to discussions, teamwork, and workshop engagement.
<b>Marketing plan (group project)</b>	40%	Evaluation of the proposed marketing strategy, clarity, creativity, feasibility. Includes project presentation.

- 5.0 90-100%
- 4.5 85-89 %
- 4.0 75-84 %
- 3.5 70-74 %
- 3.0 60-69 %

## SAMPLE ASSESSMENT/EXAMINATION TOPICS

What is the role of marketing in creating customer value and building long-term relationships?

Explain the main stages of the marketing planning process. Why is each stage important?

How do companies use segmentation, targeting, and positioning (STP) to reach their audience effectively?

Describe the marketing mix and explain how the elements work together to support a marketing strategy.

In what ways can external environmental factors (e.g., economic, technological, cultural) influence marketing decisions?

## ENGLISH BIBLIOGRAPHY

<b>Basic</b>	Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2019). <i>Principles of marketing</i> (8th European ed.). Pearson.
<b>Additional</b>	Lancaster, G., & Massingham, L. (2017). <i>Essentials of marketing management</i> . Routledge.

## SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
30	1,2	Contact classes
10	0,4	Students' preparations of the presentations
8	0,32	Self study as preparation to the written exam
2	0,08	Self study as reading text prepared by the teacher
<b>50</b>	<b>2</b>	

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

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