

Subject card

Subject name and code	Marketing for Managers, PG_00132326						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish English 100%		
Semester of study	2	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers		dr Anna Sperska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		20.0		25.0	75
Subject objectives	To make students familiar with the contemporary mechanisms of market competition						
	To teach students how to use basic marketing tools in practice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	– a student knows and understands the marketing related issues and theoretical aspects of managing a business entity on the international market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	a student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	a student knows selected areas in marketing of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	a student is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to marketing.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	a student can communicate in an international and culturally diverse environment, using advanced terminology of marketing.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[IBMU2_U04] can formulate and test hypotheses related to simple research problems in the field of international business using appropriately selected methods and tools	a student can formulate and test hypotheses related to simple research problems in the field of marketing.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents	<p>1. BASICS OF INTERNATIONAL COMPETITION. INTRODUCTION</p> <p>2. STRATEGIC BUSINESS ANALYSIS</p> <p>Porters 5 Forces of Competition. Sectoral analysis. SWOT analysis.</p> <p>3. FOREIGN MARKET ENTRY STRATEGY</p> <p>Modes of market entry. Export. Licensing and Franchising. Wholly owned subsidiaries.</p> <p>4. MARKET SEGMENTATION</p> <p>Segmentation criteria. Market segment attractiveness and selection. Target groups. Market niche.</p> <p>5. PRODUCT POLICY</p> <p>Product mix. Product life cycle. BCG Matrix.</p> <p>6. BRANDING STRATEGY. CORPORATE IDENTITY</p> <p>Brand building. Strong brand attributes. Brand equity. Brand extension strategies.</p> <p>7. PRICING AND DISTRIBUTION POLICY</p> <p>Basic price level. Special pricing offers. Traditional vs on-line distribution. Private labels.</p> <p>8. RULES OF MARKET COMMUNICATION</p> <p>Main communication message. Target audience. Media selection</p> <p>9. BUSINESS PLAN</p> <p>Executive summary. Business plan structure.</p> <p>10. CUSTOMER RELATIONSHIP MANAGEMENT</p> <p>Customer loyalty. Loyalty programmes. Loyalty measures</p>											
Prerequisites and co-requisites	none											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1673 794 1700">Subject passing criteria</th> <th data-bbox="799 1673 1141 1700">Passing threshold</th> <th data-bbox="1145 1673 1493 1700">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1706 794 1733">Activity during classes</td> <td data-bbox="799 1706 1141 1733">0.0%</td> <td data-bbox="1145 1706 1493 1733">20.0%</td> </tr> <tr> <td data-bbox="453 1740 794 1767">Individual or group project</td> <td data-bbox="799 1740 1141 1767">0.0%</td> <td data-bbox="1145 1740 1493 1767">80.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Activity during classes	0.0%	20.0%	Individual or group project	0.0%	80.0%
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Recommended reading	Basic literature	<p>1. P. Doyle, Value Based Marketing, Wiley&Sons, 2000</p> <p>2. P. Kotler, Marketing Management, any edition dated after 1998.</p> <p>3. Ch.Fill, Marketing Communications, Prentice Hall 2000</p> <p>4. G. Albaum, E. Duerr, J. Strandskov, International Marketing and Export Management, Prentice Hall 2005.</p>										

	Supplementary literature	J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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