

## DESCRIPTION OF THE COURSES

- Course code: ARR2511
- Course title: Marketing and management
- Language of the lecturer: Polish

<i>Course form</i>	<i>Lecture</i>	<i>Classes</i>	<i>Laboratory</i>	<i>Project</i>	<i>Seminar</i>
<i>Number of hours/week*</i>	2				
<i>Number of hours/semester*</i>	30				
<i>Form of the course completion</i>	test				
<i>ECTS credits</i>	2				
<i>Total Student's Workload</i>	60				

- Level of the course (basic/advanced): basic
- Prerequisites: fundamentals of economy
- Name, first name and degree of the lecturer/supervisor: Artur Wilczynski, dr hab. inż., prof. nadzw. PWr
- Names, first names and degrees of the team's members: dr inż. Grażyna Dąbrowska-Kauf
- Year: 4..... Semester: 7.....
- Type of the course (obligatory/optional): obligatory
- Aims of the course (effects of the course): effects of the course is to learn of the selected problems of the planning and designing of the power systems
- Form of the teaching (traditional/e-learning): traditional
- Course description: Management concept, objects of the firm, vision and mission of the firm. Management strategies. The role of marketing in the firm functioning at the market conditions. Essence, definition and the marketing place in structure of the firm management. Marketing mix - concepts of activities connected with product, price, distribution and promotion. Market environment of the firm. Basis of the market decisions. Investigation and segmentation of the market. Marketing strategy.
- Lecture:

<i>Particular lectures contents</i>	<i>Number of hours</i>
1. Introduction to the lecture, programme, requires. Management concept, objects of the firm, vision and mission of the firm.	2
2. Management strategies.	2
3. The place of marketing in structure of the firm management.	2
4. Marketing characteristic - definitions, role and evolution.	2
5. Market environment analysis of the firm	2
6. Marketing concepts, marketing-mix.	2
7. Marketing activities with the product.	2
8. Marketing activities with the price.	2
9. Marketing activities with the distribution.	2
10. Marketing activities with the promotion	2

11. Marketing investigations.	2
12. Market segmentation.	2
13. Marketing management, marketing strategies	2
14. Organizing of the marketing.	2
15. Colloquium	2

- Classes – the contents:
- Seminars – the contents:
- Laboratory – the contents:
- Project – the contents:
- Basic literature:
  1. Garbarski G., Rutkowski I., Wrzosek W., Marketing, PWE, Warszawa 1993
  2. Kotler P., Marketing - analiza, planowanie, wdrożenie i kontrola, Wydawnictwo Felberg SJA, Warszawa 1999.
  3. Altkorn J. i inni, Podstawy marketingu, Instytut Marketingu, Kraków 2000.
  4. Malko J., Wilczyński A., Rynki energii – działania marketingowe. Oficyna Wydawnicza Politechniki Wrocławskiej, Wrocław 2006.
  5. Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy. PWN, Warszawa – Kraków 2000.
- Additional literature:
  1. Kaczmarczyk S., Badania marketingowe. Metody i techniki, PWE, Warszawa 1991
  2. Mruk H. i inni, Analiza rynku, PWE, Warszawa 2003
- Conditions of the course acceptance/creditation:  
Positive note of the test.

\* - depending on a system of studies