

FACULTY OF ELECTRICAL  
ENGINEERING**SUBJECT CARD**

Name in Polish: **Zarządzanie marketingowe**  
 Name in English: **Marketing management**  
 Main field of study (if applicable): **Electrical Engineering**  
 Specialization (if applicable):  
 Level and form of studies: **1st level, part-time**  
 Kind of subject: **optional / university-wide**  
 Subject code: **ZMR052563**  
 Group of courses: **NO**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU):	10				
Number of hours of total student workload (CNPS):	30				
Form of crediting:	crediting with grade				
For group of courses mark (X) final course:					
Number of ECTS points:	1				
including number of ECTS points for practical (P) classes :					
including number of ECTS points for direct teacher-student contact (BK) classes:	0.70				

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

1. Student has bases knowledge indispensable to understanding the social, economic, legal and another extratechnical conditions of engineering activity.
2. It has sufficient range of language tools to correct pronouncement and write, formulate and motivate opinions, to explain his point of view, to present disadvantages and advantages of various solutions, to participate in discussion and to present general, scientific and technical problems.
3. Can use basic hardware and software, create, edit texts and create computer presentations.
4. Student understands the need and knows possibility of permanent one's education, professional, personal and social competence raising.
5. He has an awareness of responsibility for his work.

**SUBJECT OBJECTIVES**

- C1. Introduce with basic marketing activity of firm.  
C2. Get to know principles of strategic marketing plan forming.

**SUBJECT LEARNING OUTCOMES***relating to knowledge:*

- PEU\_W01 Student knows and explains essence, problems and phases of marketing management of firm.  
 PEU\_W02 Student has elementary knowledge on principles strategic marketing plan forming and marketing strategy choosing.  
 PEU\_W03 Student be able to develop marketing activity at the firm, services and products manage, human resources manage and understand of customer needs and preferences.

*relating to skills:**relating to social competences:*

- PEU\_K01 Student be able to think and act in the enterprising way.

PROGRAMME CONTENT		
Form of classes - lecture		Number of hours:
Lec 1	Essence and functions of marketing management process	1
Lec 2	Marketing organizing at firm	1
Lec 3	Marketing research. Marketing mix form	2
Lec 4	Market segmentation. Evaluating of the firm possibility	2
Lec 5	Marketing strategies	2
Lec 6	Strategic marketing planning	1
Lec 7	Test	1
Total hours:		<b>10</b>

TEACHING TOOLS USED
N1. Lecture, multimedia presentation.

EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT		
Evaluation <i>F - forming (during semester)</i> <i>P - concluding (at semester end)</i>	Educational effect number	Way of evaluating educational effect achievement
F1(w)	PEU_W01 PEU_W02 PEU_W03 PEU_K01	Test
P(w)	P=F1	

PRIMARY AND SECONDARY LITERATURE
<b>PRIMARY LITERATURE:</b> <ul style="list-style-type: none"> <li>[1] Kotler P., Marketing - analiza, planowanie, wdrożenie i kontrola, Wydawnictwo Felberg SJA, Warszawa 1999</li> <li>[2] Lambin J. J., Strategiczne zarządzanie marketingowe, PWN, Warszawa 2001</li> <li>[3] Małko J., Wilczyński A., Rynki energii – działania marketingowe. Oficyna Wydawnicza PWR, Wrocław 2006.</li> <li>[4] Mazur J., Zarządzanie marketingiem usług. Difin, Warszawa 2001.</li> <li>[5] Sztucki T., Marketing przedsiębiorcy i menedżera, Agencja Wydawnicza - Placet, 1996.</li> </ul> <b>SECONDARY LITERATURE:</b> <ul style="list-style-type: none"> <li>[1] Kaczmarczyk S., Badania marketingowe. Metody i techniki, PWE, Warszawa 1991</li> <li>[2] Knecht Z., Zarządzanie i planowanie marketingowe. Wydawnictwo C.H. Beck, Warszawa 2004</li> <li>[3] Mruk H. i inni, Analiza rynku, PWE, Warszawa 2003</li> <li>[4] Krawiec F., Krawiec S., Zarządzanie marketingiem w firmie energetycznej. Difin, Warszawa 2001</li> </ul>

SUBJECT SUPERVISOR
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