

SYLLABUS

SUBJECT: PRINCIPLES OF MARKETING

TEACHER: PAWEŁ ŁUKA, PHD

COURSE DESCRIPTION

The nature of marketing
The global marketing environment
Understanding customer behaviour
Marketing research and information systems
Market segmentation, targeting and positioning
Brand and product management
Services marketing management
Pricing strategy
Integrated marketing communications
Distribution management
Marketing planning and strategy

ECTS: 3 CREDITS

LEARNING OUTCOMES

Marketing provides students with a fundamental understanding of marketing, its role in business and the strategies available to achieve its objectives.
It examines the origins of marketing and its development into a business philosophy in an international and global context. The module is essential for further business studies.

GRADING POLICY

Active participation, assignments, presentations, group works, final test

TIMETABLE

Lectures and Classes: To be announced

TEXTBOOK AND REQUIRED MATERIALS

Armstrong G., Kotler P., Harker M., Brennan R., (2009), *Marketing, An Introduction*, Financial Times Press
Kotler P., Bowen J. T., Makens J. C., (2010), *Marketing for Hospitality and Tourism*, Pearson Prentice Hall
Levens M., (2010), *Marketing*, Pearson Higher Education

PREREQUISITES:

Studies in Economics