

Subject name	Fundamentals of Marketing	
Subject code	R.9XX.FoM.SX.RXXEN	
Department	Institute of Economics and Enterprises Management	
Faculty	Agriculture and Economics	
Subject supervisor/Lecturer	Profesor Elena Horska, Dr. Andrzej Krasnodębski	
General information	Semester	winter
	ECTS credits	6
	Lectures total	15 hrs
	Classes	15 hrs
Objective and general description	<p>The course MARKETING is designed to teach students how to introduce a domestic or new product into markets. Fundamental topics from initial market selection to price, promotion and distribution strategies are discussed.</p> <p><u>Lectures:</u></p> <ol style="list-style-type: none"> 1. Marketing and modern business environment, functions of marketing, evolution of the role of marketing in the firm. 2h 2. Market and market segmentation. 2h 3. Product policy, new product development and innovations. 2h 4. Pricing. 2h 5. Distribution channels. 2h 6. Marketing communication. 2h 7. B2B versus B2C marketing, new trends in marketing. 2h 8. Marketing research. 1h <p><u>Laboratories:</u></p> <ol style="list-style-type: none"> 1. Marketing in practice. 2h 2. Marketing segmentation and consumer needs and wants. 2h 3. Marketing research, questionnaires. 2h 4. Product policy, brand, image, product life cycles, innovation. 2h 5. Distribution system and merchandising. 2h 6. Project presentation. 2h <p>Field laboratories:</p> <ol style="list-style-type: none"> 1. Marketing research on selected topics/questionnaires, managed interview .3h 	
Assessment method	Active class participation, project presentation and panel discussion and written exam.	
References	Kotler: Marketing management, 2009	