

International University of Logistics and Transport in Wrocław

Leading Item	Marketing Basics			
O	ECTS points	3	Item code	

Direction	Specialty		Academic year	
MANAGEMENT	Trade and distribution logistics / Transport safety		updated syllabus	
Term	AND		Year of study	AND

Form of studies	Stationary				Part-time			
Form of classes	Lecture	Exercises	Laboratories	Design	Lecture	Exercises	Laboratories	Design
Number of hours	16	16			15	15		
TOGETHER	32				30			

Objective of the course	The aim of the MARKETING BASICS course is to familiarize students with key marketing concepts, tools and strategies and their application in business practice, in particular in the areas of market segmentation, marketing research and SWOT analysis, brand building and positioning, relationship marketing, designing marketing communications (including advertising and online activities), as well as assessing the effectiveness of marketing activities and making market decisions.
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Minimum knowledge required from the student before starting classes	
Basic knowledge of economics and business operations, as well as the ability to perform simple numerical analyses and data interpretation, knowledge of communication principles and elementary digital competences.	

Recommended literature to study before starting classes	
Winston L. 2014: Marketing Analytics - Data-Driven Techniques with Microsoft Excel, Wydawnictwo Wayne L Winston, Bloomington	

SUBJECT LEARNING OUTCOMES			KEU	EVALUATION METHODS	
KNOWLEDGE	W01	Possesses knowledge of the basics of marketing, market mechanisms and the impact of the market environment, including marketing activities, on the company's operations.	K1_W01_Z_P	MO4	Written examination (written assessment) in the form of open tasks
	W02	He has knowledge of marketing, covering strategic, research, communication and digital aspects, including market segmentation, brand building and positioning, relationship marketing, effective advertising channels and media, as well as the evaluation of the effectiveness of marketing activities and measurement of results.	K1_W04_Z_P	MO4	Written examination (written assessment) in the form of open tasks
	W03	Has knowledge of the functioning of marketing processes and the conditions for their implementation in the market, including corporate strategy, market segmentation, brand building and positioning, relationship marketing, advertising communications, online activities and evaluation of the effectiveness of marketing activities (ROI).	K1_W10_Z_P	MO4	Written examination (written assessment) in the form of open tasks
SKILLS	U01	Is able to correctly interpret phenomena and processes occurring in marketing and in the company's market environment, and forecast the practical effects of marketing activities and strategic decisions using standard marketing methods and tools, including marketing research, ROI analysis, market segmentation, advertising communications, and brand building.	K1_U1_Z_P	MO8	Written test in the form of open tasks
	U02	Is able to skillfully formulate and solve problems related to the planning and implementation of marketing activities, recognize non-marketing aspects, including economic, social and legal ones, and identify the conditions for the functioning of an enterprise in the market and digital environment.	K1_U5_Z_P	MO8	Written test in the form of open tasks
	U03	Is able to identify marketing problems, obtain data and use knowledge to describe, analyse and evaluate marketing processes and activities, develop solutions to specific problems using marketing standards and rules and present them orally or in writing in Polish and a foreign language.	K1_U7_Z_P	MO8	Written test in the form of open tasks
SOCIAL COMPETENCES	K01	Is ready to think and act in an entrepreneurial manner and to create and organize marketing projects and promotional activities within the company.	K1_K03_Z_P	MO10 MO15	Project completion; Assessment of activity during classes

Subject content	Lecture	Marketing fundamentals and its role in corporate strategy, Market segmentation and target group identification, Marketing research and SWOT analysis in market decision-making, Brand building and market positioning (branding), Relationship marketing and customer experience management, Marketing communication strategies (advertising, storytelling, emotions), Advertising channels and media (traditional and digital), Internet marketing (SEO, influencer marketing, online activities), Market impact strategies (push and pull, call to action), Marketing effectiveness and results measurement (ROI)
	Exercises	Marketing basics and its importance in business, Marketing research as a decision-making tool, Emotions and storytelling in marketing communication, Building a brand and its image (branding), Forms and channels of advertising in marketing, Traditional and digital advertising – comparison of effectiveness, Customer impact strategies (push and pull), The role of the internet in marketing (SEO and influencers), Effectiveness of marketing activities and ROI, Advertising messages and their elements (CTA, message, media)

Teaching methods	MD2	Informative lecture using multimedia techniques
	MD10	Case method

Compulsory literature	1	Knaflic N. 2015: Storytelling with Data: A Data Visualization Guide for Business Professionals, Wydawnictwo Wiley John + Sons, New Jersey
	2	Meyerson R. 2024: Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding, Wydawnictwo Wiley John + Sons, New Jersey

Additional literature	1	Helmold M, Yilmaz A, Dathe T, Flouris T. 2022: Supply Chain Risk Management: Cases and Industry Insights, Wydawnictwo Sprinze,m Warszawa
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Conditions for passing the course

To pass the Fundamentals of Marketing course, you must pass the lecture (M04 Written Exam with Open Questions or MO4 Written Exam with Open Questions) and the tutorials (M08 Written Test with Open Questions). Additionally, a student's participation in the classes will be assessed. The grade is calculated using the following formula: Lecture (W): 40% of the final grade plus Tutorials (C): 60% of the final grade.