



## Marketing

### *course syllabus for the academic year 2024/2025*

<b>Basic information</b>	<p>Meeting times &amp; place:</p> <ul style="list-style-type: none"><li>• In-person: to be determined, Main Building WUT</li><li>• Online: MS Teams</li><li>• Asynchronous: MOODLE</li></ul> <p>Please note that the course will use a blended approach towards the lecture (in-person/in-class, direct/online, and asynchronous).</p> <p>Lecturer: Dr. Tomasz Paweł Tyc Contact:</p> <ul style="list-style-type: none"><li>• E-mail: <a href="mailto:tomasz.tyc@pw.edu.pl">tomasz.tyc@pw.edu.pl</a></li><li>• MS Teams</li></ul>
<b>Brief course description</b>	<p>This course provides an introduction to marketing for undergraduates, where the title subject is defined as "the study of tools and techniques providing a platform to serve customers and their needs better."</p> <p>Its key objective is to familiarise students with basic marketing concepts and their applications.</p> <p>As an introductory course - the lecturer assumes that students will have little prior knowledge of the title topic.</p>
<b>The course aims</b>	<p>This course introduces marketing for undergraduates, offering them a learning path through key concepts/dimensions (the market, needs, product, place, price, promotion) using a traditional approach.</p> <p>The course will focus on four major research questions:</p> <ul style="list-style-type: none"><li>- What is marketing about?</li><li>- Who are the main marketing actors and enablers?</li><li>- What actions and techniques can provide a better service for customers, and what are the legal and ethical limits towards them?</li><li>- How the public reacts to marketing policies?</li></ul> <p>The course will be divided into a series of interconnected sections, offering further details on key economic concepts such as:</p> <ul style="list-style-type: none"><li>- Fundamental concepts;</li><li>- Ethics in Marketing;</li><li>- Product;</li><li>- Place;</li><li>- Price;</li><li>- Promotion;</li><li>- eMarketing.</li></ul>
<b>Assessment criteria</b>	<p>The final grade results from:</p> <ul style="list-style-type: none"><li>• Tests (Up to 6 during the term)</li><li>• Written assignment / case study to be prepared in groups</li><li>• Presentations and activities during the course.</li></ul>

<b>Course content</b>	<ol style="list-style-type: none"> <li>1. Ethics in Classical, Digital &amp; Mobile Marketing,</li> <li>2. Marketing Environment,</li> <li>3. Marketing information system,</li> <li>4. Understanding customers and business markets,</li> <li>5. Market Segmentation,</li> <li>6. Clients / Consumers (B2C, B2B),</li> <li>7. The Offering (The Product),</li> <li>8. The Product Life-Cycle</li> <li>9. Pricing Strategies (The Price),</li> <li>10. The Place,</li> <li>11. The Promotion,</li> <li>12. Online, digital &amp; mobile marketing.</li> </ol>
<b>Tentative source materials and other references</b> (subject to changes)	Available on the Moodle platform
<b>Teaching and learning methods</b>	<ul style="list-style-type: none"> <li>• Traditional lectures</li> <li>• Interactive lecturing</li> <li>• Case study analysis</li> <li>• Self-learning / Asynchronous teaching</li> </ul>