

Module code	M_WE_SEM5 PW 1D/2D MARKET
Field of study	Veterinary medicine
Module name, also the name in English	Marketing and management
	Marketing i Zarządzanie
Language of instruction	English
Module type	Elective
Level of studies	Long-cycle master's degree studies
Form of study	Full-time
Year of study in the field of study	3
Semester of study in the field of study	5
ECTS credits, divided into contact/non-contact hours	1 (0,8/0,2)
Academic title/degree, name of the person responsible for the module	Dr inż. Sebastian Białoskurski
Unit teaching the module	Department of Management and Marketing
Module objective	The aim of the course is to familiarise student with basic knowledge of business management and marketing, especially the use of the main marketing tools and strategies with a particular focus on subjects that functions in the field of veterinary services.
The learning outcomes for the module include a description of the knowledge, skills and social competences that the student will gain after completing the module.	Knowledge:
	K1. The student has economic knowledge of market operations and various market agents.
	Skills:
	S1. The student is able to use tools to communicate with the market.
	S2. The student is able to evaluate the market conditions of an enterprise.
	S3. The student can analyse gained information about the market
	Social competences:
C1. The student is able to make responsible market decisions	
Prerequisites and additional requirements	
Module program content	Introduction to marketing issues. Evolution of marketing concepts. Stages in marketing development. Orientations of modern businesses. Precursors to the development of marketing ideas. The marketing-mix concept. The buyer and his needs. Product layered structure. Market segmentation as a component of STP strategy. Selection of target market. Positioning vs. shaping the image of the offer/company. Positioning strategies Product Assortment Structure. The product and its marketing attributes. The concept of product life cycle in the market place. Price and its importance in marketing-mix. Pricing methods. Pricing strategies. Distribution as a marketing tool. Distribution channels. Distribution strategies. Promotion as a process of communication of a company with the market. Promotion tools (promotion-mix). Basic concepts used in management. Business management process. Strategic analysis in business.

List of core and supplementary literature	Core literature: 1. Kotler Ph., Keller K. L., Marketing, Dom Wydawniczy Rebis, Poznań 2012.	
Planned forms/activities/teaching methods	lecture (traditional/multimedia presentations); discussion	
Verification methods and ways of documenting the achieved learning outcomes.	Verification methods: K1 - written assessment (test) S1, S2, S3 - written assessment (test) C1 - written assessment (test) Test - test of choice (single-choice) and completions, one, final test from all material, min. 60% of the points earned . Ways of documenting the achieved learning outcomes: Archiving written assessments	
ECTS credits	Form of classes	Number of contact hours
	Lectures	15
	Consultations	4
	Module credit	1
	Total contact hours	20=0.8 ECTS
	Form of classes	Number of non-contact hours
	Preparation for module credit	4
	Studying the recommended literature	1
	Total non-contact hours	5=0.2 ECTS
Total contact and non-contact hours – 25 which is an equivalent to 1 point ETCS		
The workload of activities that requires direct participation of an academic teacher	The workload related to the classes requiring direct participation of academic teachers: - participation in lectures - 15 hrs., - participation in consultations connected with preparation for the credit - 4 hrs, - module credit - 1 hour Total 20 hrs, which is an equivalent to 0,8 points. ECTS credits	
Relation of module learning outcomes to course learning outcomes.	WE_W28 + WE_U8C, WE_U6, WE_U1 + WE_K1 +	
Elements and values affecting the final grade	Grade from written test - 0,9 Student activity during classes - 0.1	