

| | |
|--|--|
| 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. | K1-CW2 S1, S2, S3- AU18, AU20, AU22 C- K1, K4, K5 | |
| Elements and values affecting the final grade | Grade from written test - 0,9 Student activity during classes - 0.1 | |