

Course title :	<b>Foundations of marketing</b>				Code:
Field of study	<b>Tourism and Recreation</b>				Year / semester: <b>1</b>
Specialization:	<b>All</b>				Modes: <b>F/E</b>
Number of hours / semester: <b>30/16</b>					ECTS credits: <b>3</b>
Lectures: <b>15/8</b>	Classes: <b>15/8</b>	Laboratories:	Projects:	Seminars:	

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**Course position in the study programme:**

- specialization course

**Objectives:**

- the student knows the basic notions within the range of strategic and operating marketing, the student understands the essence and position of marketing in the firm as well as the connections between strategic and operating marketing and also the dependence between instruments of operating marketing. Student manages to perform the basic marketing analyses as well as to design the most important actions in the spheres of policy of products, prices, distribution and promotion.

**Course contents:**

**a) lectures:**

1. Introduction into marketing - the basic notions of marketing:
  - a. The notion of marketing,
  - b. The needs, desires, demands,
  - c. Product, price, exchange, transaction, market.
2. Economic Philosophy of firms:
  - a. Production orientation,
  - b. Selling orientation,
  - c. Marketing orientation.
3. Place and part of marketing in enterprise
4. Elements of strategic marketing:

- a. The process of marketing management,
  - b. The cycle of lifetime of products,
  - c. Marketing schedule,
  - d. The analysis of surroundings of enterprise - the SWOT method,
  - e. Wallet methods – BCG analysis, GE matrix,
  - f. The matrix of strategic directions,
5. Operating marketing:
- a. Classic and modified approach to operating marketing,
  - b. Product:
    - The structure of product,
    - The notion of mark, functions and kinds of marks,
    - Packaging, line codes.
  - c. Price:
    - The notion of price,
    - The basic price strategies,
    - The method of establishing the prices,
  - d. Promotion:
    - The notion of promotion,
    - The functions of promotion,
    - The strategies of promotion,
    - The basic tools of promotion - the advertisement, public relation, promotion of sale, sponsoring, personal sale.
  - e. Distribution:
    - The notion of distribution,
    - The channel of distribution and kinds of channels of distribution,
    - The mediators in channels of distribution, their kinds and part,
    - The typical channels of distribution.
6. Introduction to the theory of buyer's conduct on the market.

**b) classes**

- 1. The realization of the enterprise description.
- 2. The analysis of surroundings of the enterprise - the SWOT analysis
  - a. The essence and ways of preparing the SWOT analysis

- b. The realization of the SWOT analysis of the enterprise in working groups.
- 3. WalletMethods – the BCG analysis:
  - a. The introduction of the essence as well as methodical principles of the BCG analysis
  - b. The realization of the BCG analysis in working groups on the basis of delivered data.
- 4. WalletMethods – the BCG; analysis continuation:
  - a. Independent realization of the BCG analysis in working groups
- 5. Product and price:
  - a. A marketing notion of product and price.
  - b. The realization of the product plan in working groups.
  - c. The evaluation of products in working groups with the use of one of the methods establishing the prices.
- 6. Promotion and distribution:
  - a. The channel of distribution as well as the strategies of distribution.
  - b. Promotion as well as strategies of promotion.
  - c. The preparation of distribution plan in working groups.
  - d. The preparation of promotion plan in working groups.

**Teaching methods:** lectures, classes

**Assessment methods:** lectures - written examination, classes - report

**Recommended reading:**

**Compulsory:**

1. Mruk H., Pilarczyk B., Sojkin B., Szulce H., *Podstawy marketingu*, AE Poznań 1999  
lub nowsze
2. Ph. Kotler: *Marketing – analiza, planowanie, wdrażanie i kontrola*, Gebethner i S-ka,  
Warszawa 1994

**Supplementary:**

1. Kotler Ph., *Marketing – analiza, planowanie, wdrażanie i kontrola*, Gebethner i S-ka,  
Warszawa 1996 lub nowsze
2. Kotler Ph., Armstrong G., Saunderds J., Veronica W., *Marketing – podręcznik europejski*, PWE Warszawa 2002