

FACULTY OF MECHANICAL AND POWER ENGINEERING

**SUBJECT CARD**

**Name in Polish** Marketing i Zarządzanie  
**Name in English** Marketing and Management  
**Main field of study (if applicable): -**  
**Specialization (if applicable): -**  
**Level and form of studies:** 2nd level, full-time  
**Kind of subject:** university-wide  
**Subject code** W08W09-SM0135W  
**Group of courses** NO

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	30				
Number of hours of total student workload (CNPS)	90				
Form of crediting	crediting with grade				
For group of courses mark (X) final course					
Number of ECTS points	3				
including number of ECTS points for practical (P) classes					
including number of ECTS points for direct teacher-student contact (BU) classes	1				

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

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**SUBJECT OBJECTIVES**

To ensure fundamental knowledge (including application aspects) about:

- C1. characteristics, elements and types of organizations, and the impact of the environment on organizational operations (with particular emphasis on marketing)
- C2. management processes, functions, principles and tools,
- C3. key management issues (with particular emphasis on marketing),
- C4. the basic elements of marketing activities

**SUBJECT EDUCATIONAL EFFECTS**

relating to knowledge:

- PEK\_W01 - has a basic knowledge about the characteristics, elements and types of organizations,
- PEK\_W02 – understands basic management processes, functions, principles and tools,
- PEK\_W03 - explains and illustrates the impact of the environment on the operations of the organization,
- PEK\_W04 – identifies the basic management issues (with particular emphasis on marketing),
- PEK\_W05 - has a basic knowledge about selected elements of marketing and marketing activities.

relating to social competences:

PEK\_K01- is aware of the need of tasks prioritizing and work organizing to achieve the set of goals,  
 PEK\_K02 - understand the social responsibility of professionals.

**PROGRAMME CONTENT**

<b>Lectures</b>		<b>Number of hours</b>
Lec 1	Scope of lecture, conditions of crediting and literature Introduction: challenges of contemporary management	2
Lec 2	Managing and leading today: what is the difference between a manager and a leader? Everyone needs to be a leader? Leadership can be learnt!	2
Lec 3	Motivation and meaning: what makes people want to work?	2
Lec 4	Creativity, innovation, and a spirit of entrepreneurship	2
Lec 5	Strategy and planning: bringing the vision to life	2
Lec 6	The human side of planning: decision making and critical thinking	2
Lec 7	Project Management as an operational planning tool	2
Lec 8	Organizing for a complex world: processes and structure	2
Lec 9	Teams: how to work effectively with others? Effective teams building	2
Lec 10	Organizational controls: people, processes and results	2
Lec 11	Culture: corporate culture is powerful! cross-cultural management challenges	2
Lec 12	The concept of marketing and its place in organization. Market segmentation.	2
Lec 13	Marketing-mix. Product, price, promotion, place.	2
Lec 14	Corporate sustainability – towards long term development	2
Lec 15	Final assessment	2
	Total hours	30

**TEACHING TOOLS USED**

- N1. Presentation of knowledge in the form of a lecture - slides, computer projector
- N2. Lecture materials (synthesis) which are available in electronic form on the website
- N3. Own work - self-study and preparation for crediting test
- N4. Discussions during lectures
- N5. Presentations of practical examples in the form of case studies - slides, computer projector

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

<b>Evaluation</b> (F – forming (during semester), P – concluding (at semester end))	<b>Educational effect number</b>	<b>Way of evaluating educational effect achievement</b>
F1	PEK_W01-5	Final assessment
F2	PEK_K01-2	Scoring students' involvement during lecture
P	Final mark consists of F1(up to 100%) and F2 (no more than 50%)	

**PRIMARY AND SECONDARY LITERATURE**

**PRIMARY LITERATURE:**

- [1] McKee A.: Management: a focus on leaders, Pearson , Boston 2012.
- [2] Kotler Ph, Armstrong G.: Principles of Marketing, Pearson , 2012, 2010, 2008.

**SECONDARY LITERATURE:**

- [1] Robbins S.P., DeCenzo D.: Fundamentals of management: essential concepts and applications, Pearson/Prentice Hall, 2008.
- [2] Robbins S.P., Barnwell N.: Organization Theory, Person, 2006.

**SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)**

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