

1.	Field of study	Materials Science and Engineering
2.	Academic year of entry	2018/2019 (winter term)
3.	Level of qualifications/degree	first-cycle studies (in engineering)
4.	Degree profile	general academic
5.	Mode of study	full-time

Module: Selected marketing issues

Module code: IM1A_WZM

1. Number of the ECTS credits: 3

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
IM1A_WZM_1	Students have elementary knowledge about marketing, know general rules of companies establishment and development, of markets surveying and matching the organisation offer to the customers' expectations.	IM1A_W27	5
IM1A_WZM_2	Students have skills of applying the marketing theory in practice; can survey the market and analyse the environment, competitors and the company potential as well as build marketing strategies.	IM1A_U02 IM1A_U17	2 5
IM1A_WZM_3	Students understand the need for markets building and operation of the organisation in accordance with the customers demand.	IM1A_K01 IM1A_K04	1 3
IM1A_WZM_4	Students can work individually and in a team; can estimate the time necessary to perform the ordered task; can prepare and implement a work schedule ensuring compliance with the deadlines.	IM1A_U02	5
IM1A_WZM_5	Students have the skill of self-education among others to update the knowledge and to raise the professional competences.	IM1A_U06	3
IM1A_WZM_6	Students can prepare the organisation mission and objectives, carry out negotiations, prepare and implement strategies of organisation development, can recognise the management functions in individual processes.	IM1A_U18	3
IM1A_WZM_7	Students are aware of the responsibility for the own work and are ready to submit to the team work rules and to bear responsibility for tasks implemented together.	IM1A_K03	5

3. Module description

Description	<p>The Selected marketing issues module shall enable students learning the basic terms related to the rules of companies establishment and development, of markets surveying and matching the own offer to the customers' expectations as well as acquiring the skill to analyse the environment, competitors and the enterprise potential and market position.</p> <p>Subject-matter contents: premises for marketing activities in the enterprise; the environment influence on the marketing operations; the target market of</p>
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	the enterprise; the marketing-mix concept; the marketing product planning, product development; the product distribution organisation; the concept of promotional activities; promotion-mix instruments; the price as a marketing tool; marketing strategies;
Prerequisites	The knowledge of the basics of management and microeconomics is required.

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
IM1A_WZM_w_1	Written examination - a knowledge test	A test of theoretical knowledge acquired during lectures, during own work with the recommended literature and during classes; in the form of a test comprising questions covering all subject areas of classes.	IM1A_WZM_1, IM1A_WZM_2, IM1A_WZM_3, IM1A_WZM_4, IM1A_WZM_5
IM1A_WZM_w_2	Project	A written team work - the application of the theoretical knowledge to resolve the entrusted practical task.	IM1A_WZM_1, IM1A_WZM_2, IM1A_WZM_3, IM1A_WZM_4, IM1A_WZM_5, IM1A_WZM_6, IM1A_WZM_7

5. Forms of teaching

code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
IM1A_WZM_fs_1	lecture	The lecture on theoretical contents from the field of basic marketing issues in the form of a multimedia presentation .	15	The work with the recommended literature comprising independent acquisition of knowledge related to basic issues.	40	IM1A_WZM_w_1
IM1A_WZM_fs_2	discussion classes	The classes delivered in a seminar form, consist in resolving case study type problems based on theoretical contents, group discussion and presentation of group work results at the forum.	15	Preparation to classes through independent studying of recommended issues from the literature; preparation of a written work within a student team, in accordance with the conducting person requirements.	20	IM1A_WZM_w_2