**SYLLABUS**

**regarding the qualification cycle FROM 2023TO 2024**

1. Basic Course/Module Information

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| --- | --- |
| Course/Module title | Market strategy |
| Course/Module code \* | E/I/EP/C.3 |
| Faculty (name of the unit offering the field of study) | College of Social Sciences |
| Name of the unit running the course | Institute of Economics and Finance |
| Field of study | Economics  |
| Qualification level  | Master's degree |
| Profile | General academic |
| Study mode | Full-time |
| Year and semester of studies | II/3 |
| Course type | Specialized contents group |
| Language of instruction | English |
| Coordinator | Bogdan Wierzbiński, PhD, DSc |
| Course instructor | Bogdan Wierzbiński, PhD, DSc |

\* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester(n0.) | Lectures | Classes | Colloquia | Lab classes | Seminars | Practical classes | Internships | others | **ECTS credits**  |
| 3 |  | 30 |  |  |  |  |  |  | 5 |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment

pass with a grade

2.Prerequisites

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| --- |
| Completion of basic courses in economics (including: basic microeconomics, accounting, mathematics, descriptive statistics, macroeconomics).Knowledge of management (including: information technology, market analysis, marketing, marketing research, corporate finance). |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1 Course/Module objectives

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| --- | --- |
| O1  | To enable learners to develop strategic thinking skills in a simulated market. |
| O2 | Gain knowledge and required skills related to business management. |
| O3 | Developing skills of data analysis and presentation of results, as well as solving problems using the knowledge gained, among others, during the studies and from professional practice. |
| O4 | development of the ability to use analytical tools related to marketing, |

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

|  |  |  |
| --- | --- | --- |
| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
| LO\_01 | determines the causes of changes in economic structures | K\_W06 |
| LO\_02 | Identifies the interrelationships between economic organizations | K\_W07 |
| LO\_03 | Has economic knowledge in the area of functioning and financing of enterprises | K\_U02 |
| LO\_04 | Able to analyze data and design tasks and propose ways to accomplish them | K\_U03 |
| LO\_05 | Working in a team, organizes individual and group work in different roles | K\_U10 |
| LO\_06 | Praca w zespole, organizuje pracę indywidualną oraz grupową w przyjmując w niej różne role | K\_K03 |

**3.3. Course content (to be completed by the coordinator)**

1. Lectures

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| Content outline |
| Market – Core Marketing and it’s environment (meaning and understanding)  |
| Understanding marketing strategy process |
| Strategic planning and the Marketing - analysis and positioning |
| Managing the Marketing Effort (Globalisation) - Stakeholder concerns and solutions |
| Information system in the context of competitor analysis – Communication process |
| Virtual organisation and alliances – Implementation of strategy |
| Value Chains in a downturn – nowadays approach, New perspectives in marketing activities |

3.4. Methods of Instruction

Multimedia presentation with audio-visual materials, moderated discussion, analysis and interpretation of primary sources, case studies, preparation of reports, collaborative problem solving.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

|  |  |  |
| --- | --- | --- |
| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| LO-01 | observation during classes, project | classes |
| LO-o2 | observation during classes, project | classes |
| LO-03 | observation during classes, project | classes |
| LO-04 | observation during classes, project | classes |
| LO-05 | observation during classes, project | classes |
| LO-06 | observation during classes, project | classes |

4.2 Course assessment criteria

|  |
| --- |
| Active attendance during class and work group  |

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

|  |  |
| --- | --- |
| Activity | 30 |
| Scheduled course contact hours | 15 |
| Other contact hours involving the teacher (consultation hours, examinations) | 80 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 125 |
| Total number of hours | 5 |
| Total number of ECTS credits | 30 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

|  |  |
| --- | --- |
| Number of hours | *-* |
| Internship regulations and procedures | *-* |

7. Instructional materials

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| Compulsory literature:1. Strategy: A View From The Top: International Edition, 3/E; De Kluyver, Pearce; Pearson Higher Education; 2009; ISBN-13:9780135013199
2. Paley, N. (2007). The Marketing Strategy Desktop Guide. London: Thorogood.
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| Complementary literature: 1. Neu, Fred H. 2013. Cutting Costs : Successful Strategies for Improving Productivity. Santa Barbara, California: Praeger, 2013.
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Approved by the Head of the Department or an authorised person