

Syllabus									
Course code									
Course name	Marketing Communications								
Course version	1								
<b>A. The location of the course in the study system</b>									
Level of education	2								
Degree level	-								
A form of study	Erasmus Exchange								
Field of study	Management Engineering								
Profile of study	general academic								
Specialization	-								
Unit administrating course	Faculty of Management								
Unit implementing course	Faculty of Management								
Course coordinator	Kolwas Szymon, PhD								
<b>B. General characteristics of the course</b>									
Block	General								
Group of courses	-								
Level of the course	basic								
Course status	elective								
Course language	English								
Semester	-								
Academic year	2019/20								
Prerequisites	-								
The minimum number of students	from 25 students, up to the limit of seats in the room (exercise) no limits for students (lecture)								
<b>C. Learning outcomes and teaching methods</b>									
Aim of the course	The aim of the subject is to gain basic knowledge of the mechanisms of marketing communications and the ability to apply it in the analysis and evaluation of phenomena from this area in relation to specific the organization.								
Assessment methods	<b>A. Lecture</b> 1. <i>Formative assessment</i> : Strategic Questioning 2. <i>Summative assessment</i> : final test <b>B. Exercise:</b> 1. <i>Formative assessment</i> : group presentations about the steps of marketing communication of real life issues. 2. <i>Summative assessment</i> : preparing a visual or an audiovisual material as an element of communication strategy <b>E. Final mark</b> 50% L + 50% Ex								
Learning outcomes	See Table 1								
Form of classes and weekly dimension (number of hours per semester)	<table> <tr> <td>lecture</td> <td>15</td> </tr> <tr> <td>exercise</td> <td>15</td> </tr> <tr> <td>laboratories</td> <td>0</td> </tr> <tr> <td>projects</td> <td>0</td> </tr> </table>	lecture	15	exercise	15	laboratories	0	projects	0
lecture	15								
exercise	15								
laboratories	0								
projects	0								

The course content	<p><b>A. Lecture:</b></p> <ol style="list-style-type: none"> <li>1. promotion mix</li> <li>2. the elements of the marketing communications process</li> <li>3. steps to creating effective marketing communication</li> <li>4. methods of assessing the budget for the promotion</li> <li>5. Internet tools of marketing communication</li> <li>6. Marketing communication in social media</li> <li>7. Integrated Marketing Communications</li> <li>8. How the progress in communication technologies affect marketing communication.</li> </ol> <p><b>B. Exercise:</b></p> <ol style="list-style-type: none"> <li>1. Identifying the Target Audience</li> <li>2. Determining the Desired Response</li> <li>3. Designing a Message</li> <li>4. Setting the Total Promotion Budget</li> <li>5. Selecting the Message Source</li> <li>6. Collecting Feedback</li> </ol>
Learning outcomes	See Table 1
Exam	N
Literature	<p><i>Obligatory:</i></p> <ol style="list-style-type: none"> <li>1) Armstrong G. , Kotler P., 2015 <i>Principles of Marketing</i>, New Jersey: Pearson Education</li> <li>2) Tybout A.M., Calder B.J., Kotler P. 2010, <i>Kellogg on Marketing</i>, New Jersey, Wiley &amp; Sons</li> </ol> <p><i>Supplementary:</i></p> <ol style="list-style-type: none"> <li>3) Kotler P, Kartajaya H., Stiawan I. 2010, <i>Marketing 3.0: From Products to Customers to the Human Spirit</i>, New Jersey, Wiley &amp; Sons</li> </ol>
Course website	<a href="http://www.olaf.wz.pw.edu.pl">www.olaf.wz.pw.edu.pl</a>
<b>D. The student workload</b>	
Number of ECTS credits	4 ECTS
Total hours of student work related to the learning outcomes achievement (description):	4 ECTS 15h lecture + 15h exercise + 5h preparation for exercises + 15h preparation for presentation + 5h literature analysis + 5h consultations + 10h strategy analysis + 10h self-study + 10h strategy comparison = 90h
The number of ECTS credits for courses that require the direct participation of teachers	1,55 ECTS 15h lecture + 15h exercise + 5h consultations = 35h
The number of ECTS credits that the student obtains during the practical classes	3,33 ECTS 15h exercise + 5h preparation for exercises + 15h preparation for presentation + 5h literature analysis + 5h consultations + 10h strategy analysis + 10h self-study + 10h strategy comparison = 75h
<b>E. Additional Information</b>	
Remarks	-
Date of last update	

Table 1

General academic profile			
Subject effects		Reference to the 2nd degree of PRK characteristics	Reference to the 1st degree of PRK characteristics
Knowledge – student knows			
Effect:	główne trendy rozwojowe w zakresie przedsiębiorczości i	I.P7S_WG.o	P7U_W

	innowacyjności		
Effect code:	I2_W09		
Verification:	Written final test		
Effect:	fundamentalne dylematy współczesnej cywilizacji w zakresie społecznej odpowiedzialności biznesu oraz zrównoważonego rozwoju	I.P7S_WG.o	P7U_W
Effect code:	I2_W10		
Verification:	Written final test		
<b>Abilities – student can</b>			
Effect:	przy identyfikacji i formułowaniu specyfikacji zadań oraz ich rozwiązywaniu: dobierać i wykorzystywać właściwe metody i narzędzia wspomagające oraz dokonywać oceny opłacalności ekonomicznej wdrożenia tych rozwiązań	I.P7S_UW.o III.P7S_UW.o	P7U_U
Effect code:	I2_U16		
Verification:	Written final test		
Effect:	posługiwać się językiem obcym na poziomie B2+ Europejskiego Systemu Opisu Kształcenia Językowego oraz w wyższym stopniu w zakresie terminologii Business English	I.P6S_UK	P7U_U
Effect code:	I2_U22		
Verification:	Written final test		
<b>Social Competence – student is ready for</b>			
Effect:	myślenia i działania w sposób przedsiębiorczy	I.P7S_KO	P7U_K
Effect code:	I2_K05		
Verification:	Written final test		
Effect:	wypełniania zobowiązań wobec organizacji oraz inspirowania i organizowania działalności na rzecz organizacji	I.P7S_KO	P7U_K
Effect code:	I2_K03		
Verification:	Written final test		