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| Faculty | [**Faculty of Mechanical Engineering and Computer Science**](http://eng.ath.bielsko.pl/index.php/faculties/gerg) |
| The level of studies | Engineer (BSc)  |
| Semester | Winter/Summer |
| The form of classes and number of hours | Lecture/Project15h/15h |
| Classes conducted for Polish students. Erasmus students can join them | No, classes only for Erasmus students |
| Language of instruction | English |
| The number of ECTS | **2 ECTS** |
| Teacher | dr hab. inż. Izabela Kutschenreiter-Praszkiewicz, prof. UBB |
| The aims of the course (maximum 500 characters) | The course is focused on methods and tools which help to finding out customer needs.  |
| The content of the course: main topics and key ideas | Marketing and it’s environment, Customers and markets, Product, Price, Place – marketing channels and logistics, Promotion, Marketing research  |
| Didactics methods | Presentations |
| Course requirements | Attendance, exam |
| Literature (basic and supplementary) | Kotler P., Keller K.: A framework for marketing management. 6th global ed. - Boston [etc.] Pearson, cop. 2016Dwyer R., Tanner J.: Business marketing: connecting strategy, relationships, and learning. 4th ed. - Boston : McGraw-Hill, 2009Arens W., Bovee C.: Contemporary advertising 5th ed. - Burr Ridge ; Boston; Sydney: Richard D. Irwin, 1994.Zikmund W.: Exploring marketing research. - 7th ed. Fort Worth; Orlando: The Dryden Press, 2000.Ohsawa Y., Yada K.: Data mining for design and marketing. - Boca Raton; London; New York: CRC Press, 2009Armstrong G., Kotler P.: Marketing: an introduction. 8th ed. - Upper Saddle River, NJ : Pearson Prentice Hall, 2006. |