|  |  |
| --- | --- |
| 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 | Lectures – 15 h |
| Classes conducted for Polish students. Erasmus students can join them | No, classes only for Erasmus students |
| Language of instruction | English |
| The number of ECTS | **3 ECTS** |
| Teacher | dr hab. inż. Izabela Kutschenreiter-Praszkiewicz, prof. ATH |
| 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. 2016  Dwyer R., Tanner J.: Business marketing: connecting strategy, relationships, and learning. 4th ed. - Boston : McGraw-Hill, 2009  Arens 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, 2009  Armstrong G., Kotler P.: Marketing: an introduction. 8th ed. - Upper Saddle River, NJ : Pearson Prentice Hall, 2006. |