

**Module: Marketing**

Lecturer: Dr. Ireneusz Pszczółka

Semester: Winter/Summer

Hours: 15

Type: Lecture

Credit: Written exam

ECTS: 6

The concept of marketing. The development of a marketing strategy including marketing research (secondary and primary data sources), consumer behavior, a product life cycle, market structure and competitor analysis. Marketing mix (communication and advertising strategy, channels of distribution, personal selling, pricing, sales promotion). Consumer relations management. New product development. Global marketing strategies. Case studies concerning mentioned topics.