

1. **Subject:** Introduction to marketing
2. **Type of course:** class contact
3. **Completion form:** credit with mark
4. **Summer semester**
5. **The number of classes:** 20 hours
6. **Syllabus:** Basic concepts of marketing. Marketing research. Market segmentation. Marketing planning process. Marketing-mix composition (product, distribution, promotion, price).

7. Efekty kształcenia:

Knowledge:

Student has a basic knowledge of the marketing planning process, including the instruments of marketing influence on buyers of products.

Skills:

Student is able to prepare a marketing plan for an enterprise, including marketing research, market segmentation, analysis of competitors' offers and developing a marketing composition (product, distribution, promotion, price).

Social competences:

Student has the ability to present his position and to justify it.

8. **Determination of first degree qualification**
9. **Organizational Unit implementing an subject:** Department of Tourism and Recreation
10. **Lecturer:** dr Karolina Korbiel
11. **Conditions of realizing classes:** the separate group in English
12. **The proposed numbers of ECTS points:** 4 points