



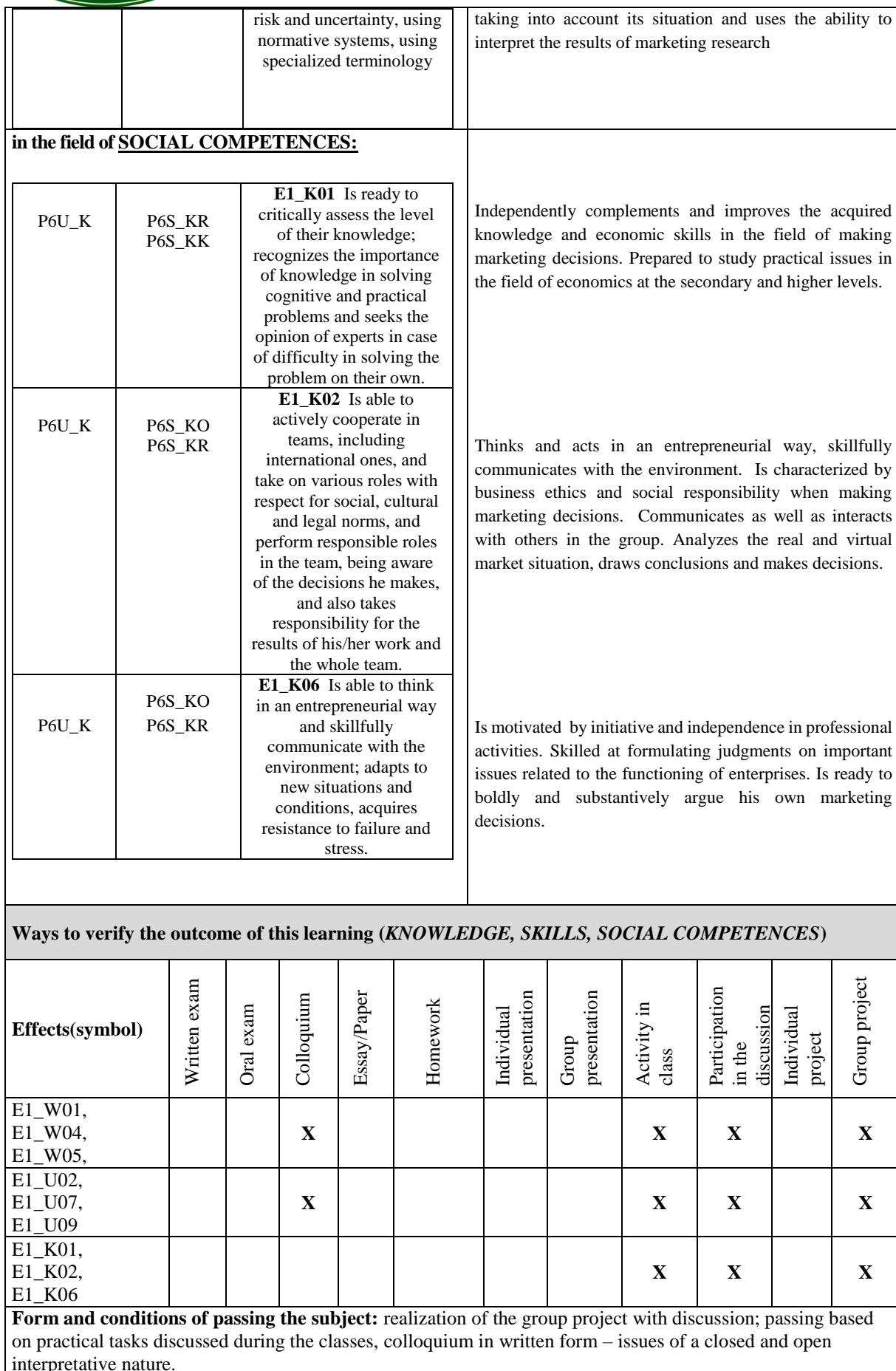
FACULTY: *Economic and Social Sciences*
COURSE: *Economics*
LEVEL OF EDUCATION: *first-level studies (bachelor)*
FORM OF EDUCATION: *full-time*
PROFILE: practical

SUBJECT CARD (Syllabus)

Subject Name: Effectiveness of Marketing Decisions					ECTS credits: 2	
Lecturer: according to the list of lecturers and the schedule of classes						
Year: 3	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: 6	0	0	0	30	12	ZO
* E – exam; Z –credit; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
The aim of the subject: <i>to present key concepts in the field of effectiveness of marketing decisions and to show the activity of enterprises in specific economic conditions.</i>						
Didactic methods: <i>assimilation of knowledge through conversations and solving tasks and problems related to the functioning of enterprises in the indicated scope during conversations.</i>						
Prerequisites: <i>numerical knowledge of the functioning of the enterprise in a market economy, the ability to formulate needs and organizations, and understanding of cause-and-effect relationships.</i>						
No	Subject matter of the classes					
I	LECTURES: not applicable					
II	Seminars: not applicable					
III	LABORATORY EXERCISES: not applicable					
IV	EXERCISE: 1. Making marketing decisions in the enterprise. 2. Marketing decision-making systems in the enterprise based on practical examples. 3. Determinants of making marketing decisions in the enterprise. Case study. 4. Analysis of marketing decision-making in the enterprise. 5. Effectiveness of marketing decisions in the enterprise – analysis and evaluation on selected examples from management practice.					
V	BUNA : 1. The specificity of marketing decision-making processes in the enterprise. 2. Effectiveness of marketing decisions in the enterprise - analysis of a specific case.					
Learning outcomes						
Directional effects – symbol and specification				Objective effects – specification		
in the field of KNOWLEDGE :				Knows and understands the basic concepts, economic laws and phenomena and their effects occurring in the company's operations. Knows the basic concepts of marketing management.		
P6U_W	P6S_WG	E1_W01 Has a comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology and related to other scientific disciplines, knows and understands the basic terminology of economic sciences along with the				



		application of this practical knowledge in business activities.	
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical, statistical methods and IT tools for the collection, analysis and presentation of economic and social data and their practical application in professional activities.	Defines the conditions and principles for making optimal decisions by a market entity in practice. Has knowledge of the functioning of individual market entities and the principles of making marketing decisions.
P6U_W	P6S_WG	E1_W05 Knows and understands at an advanced level the knowledge of man as an entity creating economic structures; knows the rules of human behavior in terms of satisfying needs, has elementary knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes of these structures. Knows how to apply knowledge in practice.	Characterizes human behavior in the context of making marketing decisions. Makes broader decisions related to the matching of marketing goals. Is able to implement strategies so that they meet marketing goals.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge and effectively and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Has the ability to think rationally and infer and analyze marketing phenomena. Interprets the mechanisms of functioning of individual market entities. Interprets cause-and-effect phenomena occurring in market entities. It uses standard quantitative and qualitative analysis tools to forecast economic phenomena.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Is able to cooperate with other people as part of teamwork or as a leader; takes a department in the analysis and evaluation of alternative solutions to economic problems and chooses methods and instruments to rationally resolve and optimize them.	Makes operational decisions that boil down to the individual level of the team. Has the opportunity to improve their skills in communication, independent work, as well as cooperation with others in a group. Analyzes the real and virtual market situation, draws conclusions and makes decisions.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions burdened with	Can prepare oral presentations in the field of the effectiveness of marketing decisions in the company. Observes phenomena affecting marketing decision-making. Can plan the company's marketing strategies





The student's workload needed to achieve learning outcomes in hours and ECTS credits	
Contact hours with an academic teacher	
Types of classes	Number of hours
Participation in lectures	
Participation in seminars	
Participation in exercises	30
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Sum of	30
Student's own work divided into time (<i>examples of student work forms</i>)	
Form of student work	Number of hours
Preparing for classes	7
Writing a paper/project/essay	9
Gathering materials and preparing presentations	9
Self-reading	
Preparing for colloquia/tests	5
Preparing for the written/oral exam in a subject	0
Preparation for written/oral credit in a subject	0
Sum of	30
Total (contact hours + student's own work)	60
	2 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher	1 ECTS
2.including the number of ECTS credits for hours carried out in the form of independent work	1 ECTS
Classes with a practical profile	
Types of classes	number of hours
Participation in laboratory exercises	
Preparing for practical credit	60
Sum of	60
Number of ECTS credits for practical classes	2 ECTS
Basic literature: (up to 3 items)	
1. F. David, F. David, Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, PEARSON Education Limited, Harlow 2022.	
2. O. Barish, Vinh Sum Chau, Warner K. S. R., R. Lynch, Ch. Thornton, Strategic Management, SAGE Publications Ltd, Thousand Oaks 2024.	
Supplementary literature: (up to 5 items)	
1. J. Dawes, Marketing Planning & Strategy. A Practical Introduction, SAGE Publications Ltd, Thousand Oaks 2021.	
2. J. N. N. Ugoani, Modern Marketing Management and Strategy, LAP LAMBERT Academic Publishing, Saarbrücken 2022.	
Acceptance of the Vice-Rector:	