



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

SUBJECT CARD (Syllabus)

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|---|---|---|----------------------|--|------------------------|-----------------|
| 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: <ol style="list-style-type: none"> 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 : <ol style="list-style-type: none"> 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 <u>KNOWLEDGE:</u> | | | | | | |
| 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 | | | | |
| | | | | 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. | | |



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| | | 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. | |
| in terms of SKILLS: | | | |
| 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. | |
| 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 |



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| | | risk and uncertainty, using normative systems, using specialized terminology | taking into account its situation and uses the ability to interpret the results of marketing research |
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in the field of SOCIAL COMPETENCES:

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|-------|------------------|--|---|
| P6U_K | P6S_KR P6S_KK | E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own. | Independently complements and improves the acquired knowledge and economic skills in the field of making marketing decisions. Prepared to study practical issues in the field of economics at the secondary and higher levels. Thinks and acts in an entrepreneurial way, skillfully communicates with the environment. Is characterized by business ethics and social responsibility when making marketing decisions. Communicates as well as interacts with others in the group. Analyzes the real and virtual market situation, draws conclusions and makes decisions. Is motivated by initiative and independence in professional activities. Skilled at formulating judgments on important issues related to the functioning of enterprises. Is ready to boldly and substantively argue his own marketing decisions. |
| P6U_K | P6S_KO P6S_KR | E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles with respect for social, cultural and legal norms, and perform responsible roles in the team, being aware of the decisions he makes, and also takes responsibility for the results of his/her work and the whole team. | |
| P6U_K | P6S_KO P6S_KR | E1_K06 Is able to think in an entrepreneurial way and skillfully communicate with the environment; adapts to new situations and conditions, acquires resistance to failure and stress. | |

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

| Effects(symbol) | Written exam | Oral exam | Colloquium | Essay/Paper | Homework | Individual presentation | Group presentation | Activity in class | Participation in the discussion | Individual project | Group project |
|-------------------------------|--------------|-----------|------------|-------------|----------|-------------------------|--------------------|-------------------|---------------------------------|--------------------|---------------|
| E1_W01, E1_W04, E1_W05, | | | X | | | | | X | X | | X |
| E1_U02, E1_U07, E1_U09 | | | X | | | | | X | X | | X |
| E1_K01, E1_K02, E1_K06 | | | | | | | | X | X | | X |

Form and conditions of passing the subject: realization of the group project with discussion; passing based on practical tasks discussed during the classes, colloquium in written form – issues of a closed and open interpretative nature.



| The student's workload needed to achieve learning outcomes in hours and ECTS credits | |
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| 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 (examples of student work forms) | |
| 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: | |