

KARTA PRZEDMIOTU

Nazwa przedmiotu: Industrial marketing

Nazwa w języku polskim: Marketing przemysłowy

Nazwa w języku angielskim: Industrial marketing

Dane dotyczące przedmiotu:

Jednostka oferująca przedmiot:	Wydział Organizacji i Zarządzania
Przedmiot dla jednostki:	Politechnika Śląska
Poziom i forma studiów:	I st., studia stacjonarne
Cykl dydaktyczny:	semestr zimowy, 2024/25
Koordynator przedmiotu cyklu:	dr hab. inż. Sławomir Olko, Prof. PŚ

Default type of course examination report:

Credit

Language:

English

Course homepage:

<https://platforma.polsl.pl/roz/>

ECTS

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Short description:

The main objective of the course is presenting the essence of marketing activities for institutional clients.

Description:

1. Institutional market and marketing characteristics
2. System of marketing information
3. Behaviours of institutional clients
4. Tailoring product on B2B markets
5. Tailoring services for institutional clients
6. Pricing instruments on institutional markets
7. Promotion mix on institutional markets
8. CRM and loyalty programs for institutional clients
9. Distribution on institutional markets
10. Export or investment – international marketing

Bibliography:

1. Fotiadis, T. Lindgreen A., Siomkos, G.J., Öberg, Ch. Folinas, D. (2022) Industrial marketing. Sage Publications Ltd.
2. Albaum, G., Duerr, E., Josiassen A. (2016) International Marketing and Export Management, 8th edition
3. Kotler, Ph., Keller, K.L., Brady, M., Hansen, T. (2019). Marketing Management: European Edition. 4th Edition. Pearson.

Learning outcomes:

- Student understand the main concepts and instruments of industrial marketing (K1A _W2),
- Student can discuss the problems of industrial marketing and its environment including legal, ethical, social and technological spheres (K1A _U12, K1A _K2)
- Students can give examples of marketing instruments for practical issues (K1A _U2)

Assessment methods and assessment criteria:

To get a credit students have to:

- Attend the classes - one unexcused absence is allowed
- Present at least one assignment during classes
- Complete 6 assignments with positive grade (at least 50%)
- Pass the written test (obtain at least 10 points on 20)

Practical placement:

Not applicable .