

SYLLABUS

Name: Industrial marketing

Name in Polish: Marketing przemysłowy

Name in English: Industrial marketing

Information on course:

Course offered by department:	Faculty of Organisation and Management
Course for department:	Silesian University of Technology
Study level and form:	Bachelor's degree, Full-time
Term:	winter semester 2025/2026
Coordinator of course edition:	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 .