

Course code																																	
Type and description	Elective Course																																
ECTS credit	1																																
Course name	New Trends in Marketing																																
Course name in Polish	Nowe trendy w marketingu																																
Language of instruction	English																																
Course level	8 PRK																																
Course coordinator	Prof. dr hab. inż. Magdalena Grębosz-Krawczyk																																
Course instructors	Dr hab. inż. Grzegorz Szymański, prof. PŁ																																
Delivery methods and course duration	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> <td>0</td> <td>15</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td></td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0,00</td> <td>0,00</td> <td>0,00</td> <td>1,00</td> <td>0,00</td> <td>0,00</td> <td></td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	15	0	0	15	E-learning	No	No	No	No	No	No		Assessment criteria (weightage)	0,00	0,00	0,00	1,00	0,00	0,00	
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Course objective	<ol style="list-style-type: none"> familiarise students with knowledge about new trends in marketing develop students skills in the field of planning modern marketing solutions 																																
Learning outcomes	<p>After the course a PhD student we be able to:</p> <ol style="list-style-type: none"> propose modern marketing solutions – U4, K1 discuss about new trends in marketing and evaluate them – W4, U4, K1 																																
Assessment methods	<p>Learning outcomes 1-2 - report, presentations, observation</p> <p>The final evaluation is based on:</p> <ul style="list-style-type: none"> Report - 50% Presentation - 50% 																																
Prerequisites	-																																
Course content with delivery methods	<p>PROJECT</p> <ol style="list-style-type: none"> Marketing and its evolution New trends on the market Modern marketing concepts Modern marketing tools Concept of modern marketing solution for chosen organisation 																																
Basic reference materials	<ol style="list-style-type: none"> Kotler Ph., Keller K.L., Marketing Management. 15th global ed., Pearson Education 2016. Kotler Ph. Et al. Marketing 4.0: Moving from Traditional to Digital, Wiley 2016. Królewski J., Sala P. (ed.): E-Marketing. PWN, Warszawa 2014. 																																
Other reference materials	<ol style="list-style-type: none"> Tuten T.L., Solomon M.R., Social Media Marketing. 3rd ed., Sage 2018. Grębosz-Krawczyk M., Siuda D., Modern Brand Management, Lodz University of Technology Publishing, Lodz 2021. 																																

Average student workload outside classroom	10h
Comments	-
Last update	23.04.2023