

Course title: **Promotion Instruments**

Studies: Finance and Accounting

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	Finance and Accounting, first-cycle studies					
The profile of education	General academic					
Semester	III					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	3 ECTS					
Examination	Exam					
Language	English					
Content author	Alina Oczachowska PhD					
Course objectives						
The aim of the course is to supply the participant with advanced knowledge of promotion as one of the main components of marketing, with particular stress on its instruments, as well as with necessary skills and social competences in this area. This should help them formulate and solve different kinds of problems appearing in promotion (simple and advanced) and develop their potential in dealing with promotion at all possible levels. .						
Prerequisites						
Basic knowledge of management and marketing						
Student workload						
1. Class sessions (including assessment and examination) - 45 hours 2. Reading literature for classes - 8 hours 3. Preparing assignments - 10 hours 4. Assessment preparation – 10 hours 5. Consultations-2 hours TOTAL 75 hours (3 ECTS)						
Short description						
1. The course in Promotion includes: process of the communication of an organization with its environment, concept, aims, means, stages of advertising campaign, designing an advertising campaign, essence, aims, means of supplementary promotion, personal selling, PR instruments. In creating the image of an organization, brand promotion, sponsorship, marketing events, promotion in social media.						
Learning outcomes						
KNOWLEDGE: 1.W01 Participants will know about selected facts objects, phenomena of marketing character (with the stress put on promotion and its instruments) in general managerial sphere in the domestic and international prospects, forming the fundamental general knowledge of social sciences, discipline of management and marketing (IB1_W01). 2. W02. Participants will know and understand at advanced level the mechanisms of the functioning of international enterprises, corporations, financial markets and entities functioning on these markets as well as running a business in an international setting and making use of marketing and with it widely defined promotion and its instruments (IB1-W02). 3.W03. Participants will know and understand at an advanced level the terminology and processes of managing an organization's assets from the marketing perspective, and the relations between an organization and its surroundings in international scope as well as has the knowledge of managerial functions and marketing activities at different levels (IB1_W03). SKILLS: 1.U01. Participants will, using one's knowledge of economy, management and particularly instruments of promotion in marketing, analyse and interpret the course of complex managerial and marketing processes in enterprises operating on domestic and international markets (IB1_U02). 2. U02. Participants can plan and organize individual and collective work, discuss and cooperate in a team (also in an interdisciplinary one) in solving managerial problems (with particular stress on applying promotion techniques in marketing) in international sphere (IB1_U04). COMPETENCIES: 1. K01. Participants are able to critically assess one's knowledge in marketing and promotion area and received contents from the area of international business, the needs of constant professional improvement and personal development, as well as looking for experts' opinions in case of obstacles to solving problems themselves (IB1_k01). 2. K02. Participants are able to obey legal and ethical norms in professional work in the area of marketing (marketing promotion sphere), being						

guided by social and environmental responsibility and taking care of common good and the accomplishments and tradition of one's profession (IB!_K04)

Form of verification

Lecture: Graded credit(test)

Practical session: Graded credit (test, case study, project)

Detailed data

Lecture: Graded credit (written test)

Practical session: Graded credit (written test, case study, project)

Bibliography

Bibliography:

1. Rungpaka Amy Hackley, Advertising and Promotion, SAGE Publication, 2021
2. Shaila Bootwala, Advertising and Sales promotion, Nirali Prakashan, Education Publishers, 2016
3. Philip Kotler, Kevin Keller, Marketing Management, Pearson Education, Inc., 2021

Supplementary:

1. Sally Dibb, Lyndon Simkin, William M. Pride, O.C. Ferrell, Marketing. Concepts and Strategies, Seventh Edition, Cengage Learning EMEA, 2016
2. MR Prashant K. Fuldu, Retail Advertising and Promotion, Createspace Independent Publishing platform, 2014
3. Michael J Baker, The Marketing Manual, Elsevier, 1998

Range of content

Lectures

2. The Essence of the Process of the Communication of an Organization with its Environment
3. Advertisement- Concept, Aims, Means
4. Stages of Advertising Campaign
5. The Process of Designing an Advertising Campaign
6. Essence, Aims, Means of Supplementary Promotion
7. The Concept of Personal Selling: How should it be performed?
8. The Application of PR Instruments In Creating the Image of an Organization
9. Brand Promotion, Sponsorship, Marketing Events
10. Promotion on the Internet-Social Media: Social Media as Means of Promotion Activities

Practical session

1. Methodes and Techniques of Communications in organizations
2. Communications process Steps
3. Elements of Promotion in Marketing (Promotion Mix)
4. Advertising
5. Sales Promotion
6. Personal Selling
7. Publicity
8. Sponsorship
9. Selecting promotional Mix Ingredients

Didactic methods
Lectures 1.Lecture with using audiovisual equipment. 2. Students' work with literature. 3. Group discussion. Practical session 1.Analysis of literature and data sources. 2. Problem solving, case study, project 3. Discussion
Assessment methods and assessment criteria
Lecture 1. Observation and evaluation of students' activity (K01, K02). 2. Written test. The final grade is determined by the sum of points for: tests and activity in class. Grading scale: 50% = 3.0; 90% = 5.0. (W01, W02, W03) Practical session 1. Observation and evaluation of activity. (U01, U02, K01, K02) 2. Written test (W.01, W02) 3. Project. The final grade is determined by the sum of points for: tests, case study project and activity in class. Grading scale: 50% = 3.0; 90% = 5.0 (W01, W02, W03)