

<b>Course title</b> Marketing start-upów / Startups marketing		<b>ECTS code</b> 13.3.1037	
<b>Name of unit administrating study</b> Faculty of Chemistry			
<b>Studies</b>			
<b>Field of study</b>	<b>Type</b>	<b>Form</b>	
Chemical Business	Bachelor / Engineer	Full-time studies	
<b>Teaching staff</b> Marek Szczepaniec, PhD, Associate Professor			
<b>Forms of classes, the realization and number of hours</b>		<b>ECTS credits</b> 2	
<b>A. Forms of classes, in accordance with the UG Rector's regulations</b> lecture, auditorium classes		classes - 45 h tutorial classes – 3 h student's own work – 2 h	
<b>B. The realization of activities</b> in-class learning		Total: 50 h – 2 ECTS	
<b>C. Number of hours</b> 45 h (15 h lecture, 30 h auditorium classes)			
<b>The academic cycle</b> Second year, summer semester			
<b>Type of course</b> obligatory		<b>Language of instruction</b> Polish	
<b>Teaching methods</b>  Lectures including multimodal presentations Case studies Discussion Group project Activating methods in training classes		<b>Form and method of assessment and basic criteria for evaluation or examination requirements</b>  <b>A.Final evaluation, in accordance with the UG study regulations</b> course completion (with a grade) Grading scale: 91-100% points = grade A (5) 81-90% points = grade B+ (4,5) 71-80% points = grade B (4) 61-70% points = grade C+ (3,5) 51-60% points = grade C (3) 50 % and less = grade F (failure)  <b>B. Assessment methods</b> Total: 100 points; (1) Test: 50 points, (2) Group project: 50 points [Marketing in a company X - team work of 3-5 students; analysis of marketing decisions in a chosen chemical, biotechnological or pharmaceutical company].  <b>C.The basic criteria for evaluation</b> or exam requirements Knowledge about marketing terminology, concepts and models Ability to analyze and interpret marketing information Ability to design and conduct a research project	
<b>Required courses and introductory requirements</b> None			
<b>Aims of education</b> To make students familiar with start-up marketing terminology and concepts; To teach students how to how to conduct marketing analyses of different enterprises.			
<b>Course contents</b> 1.START-UP MARKETING – INTRODUCTION 2.MARKETING INFORMATION SYSTEM 3.MARKET RESEARCH IN CHEMICAL AND PHARMACEUTICAL INDUSTRY 4.PRODUCT POLICY 5.PRICING POLICY 6.DISTRIBUTION POLICY			

## 7.PROMOTION POLICY

### Bibliography of literature

#### A. Literature required to pass the course

P. Kotler, K. Keller, *Marketing Management*, 14th Edition, Pearson, 2011.  
 Instructor-supplied course slides.

#### B. Extracurricular readings

M. Swenson, G. Rhoads, D. Whitlark, *Startup Marketing: Leveraging Leverage*, Journal of Applied Business and Economics, vol. 16(6), 2014.

### Knowledge

Students have fundamental knowledge about start-ups, marketing terminology and concepts.  
 Students know marketing-mix.

### Skills

Students are able to locate, select and organize marketing information .  
 Students are able to design and conduct a marketing analysis.

### Social competence

Students participate in undertaking and accomplishing group development tasks.  
 Students enhance basic competency in the areas of critical thinking, communication and interpersonal skills.