

Course title Marketing start-upów / Startups marketing		ECTS code 13.3.1037	
Name of unit administrating study Faculty of Chemistry			
Studies			
Field of study	Type	Form	
Chemical Business	Bachelor / Engineer	Full-time studies	
Teaching staff Marek Szczepaniec, PhD, Associate Professor			
Forms of classes, the realization and number of hours		ECTS credits 2	
A. Forms of classes, in accordance with the UG Rector's regulations lecture, auditorium classes		classes - 45 h tutorial classes – 3 h student's own work – 2 h	
B. The realization of activities in-class learning		Total: 50 h – 2 ECTS	
C. Number of hours 45 h (15 h lecture, 30 h auditorium classes)			
The academic cycle 2020/21 summer semester			
Type of course obligatory		Language of instruction Polish	
Teaching methods Lectures including multimodal presentations Case studies Discussion Group project Activating methods in training classes		Form and method of assessment and basic criteria for evaluation or examination requirements A. Final evaluation, in accordance with the UG study regulations 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. Assessment methods 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]. C. The basic criteria for evaluation 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	
Required courses and introductory requirements None			
Aims of education To make students familiar with start-up marketing terminology and concepts; To teach students how to how to conduct marketing analyses of different enterprises.			
Course contents 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.