



<b>Course name</b>	<b>Marketing and Project Management</b>
<b>Entity running the course</b>	Faculty of Interior Architecture and Design
<b>Entity for which the course has been prepared</b>	Department of Design
<b>Course type</b>	Core / obligatory
<b>Year of study / semester, type of studies</b>	Year I, sem. I and II, full-time master's degree
<b>ECTS credits</b>	2 pts ECTS / sem. I, 1 point ECTS / sem. II
<b>Academic tutor</b>	Ass. tutor Anna Sałamacha, PhD
<b>Aim of the course</b>	The aim of this course is to teach about project management in a general context. Teaching the „know-how” of how to implement the knowledge about an organization and its market surrounding, human resources management and correct communication during the process of design. The students gain knowledge about effective methods of planning and executing tasks, team building, risk management, creating schedules and project plans, change management, closing and implementing a project.
<b>Prerequisites</b>	none
<b>Learning outcomes:</b>	
<b>- knowledge</b>	Student gains basic knowledge about an organization and the crucial elements of a market environment, basic knowledge in the area of project management. Learns about the processes behind goods purchase, learns what is a competition and how is it determined, learns the rules of strategy building, knows what a brand is, and what is its role in building a strong brand identity, is aware about the importance of social responsibility in business, knows about the importance of visual communication and its function in the modern world.

<p><b>- skills</b></p>	<p>Student can analyze the close and the distant surrounding of an organization, can design strategies for their product and present it to a potential buyer, knows how to build and lead a team, can use design to gain advantage over their competition, can choose the most effective method of market research and design it, can plan a strategy of new product implementation, considering its characteristic features, can effectively choose the communication tools for a brand, can create an effective visual message.</p>
<p><b>- personal and social competence</b></p>	<p>Student has the skills to choose a method of managing their project, can correctly communicate verbally, non-verbally and in writing, can build positive group relations and motivate a team to work, has the ability to build a relation with a client and manage them, is responsible in their creative activities and takes into account social responsibility issues.</p>
<p><b>Course content</b></p>	<p>Basics of marketing – the concept of an organization, market, methods of surrounding analysis, processes of decision making taken by buyers, tools of mix marketing. Marketing and leadership: leading a team, management of a creative team, building positive relations, building a cooperative culture. Competition – strategy and circumstances: modern aspects of company competitiveness, tools and methods of competing, product importance and its innovacy in a competition strategy, gaining a competitive advantage via design. Market research: the role of research, basic methods, selected tools, workshop classes. Visual communication and its importance in the modern world. Brand management: function and the concept of a brand, strategy of brand building with special consideration for new products. Possibilities of using design. Strategy as an inevitable element of project management: understanding the behaviour of consumers, promotion and strategy sale, planning a long-term strategy. Client – seller relationship: effective verbal communication, the importance of non-verbal communication, correct written communication. Project management in practice. Social responsibility in business.</p>
<p><b>Course form and number of course hours</b></p>	<p>Lectures, presentations, examples, discussions, case studies. Practical exercises.</p>
<p><b>Assessment methods and criteria</b></p>	<p>10% activity during classes 30% final exam 60% realization of an individually assigned project</p>
<p><b>Assessment type</b></p>	<p>Examination / graded pass</p>
<p><b>Literature</b></p>	<p>22 niezmiennie prawa marketingu, Al Ries, Jack Trout, Polskie Wydawnictwo Ekonomiczne, 1997 Zarządzanie marką, Hamisch Pringle, William Gordon, Wydawnictwo Rebis, 2006 Public Relations od A do Z, Krystyna Wojcik, Agencja Wydawnicza Placet, 1997 Podstawy Komunikowania Społecznego, Bogusława Dobek - Ostrowska,</p>

Wydawnictwo Astrum,1999  
Umysł lidera, Iwona Majewska - Opiełka, Wydawnictwo Aleksandria, 2007  
Badania Marketingowe, red. Krystyna Mazuerk - Łopacińska, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, 1996  
Design Management , Kathryn Best, PWN, 2009  
Na grzbiecie fali, John Thackara, , 2010  
Push — pull. Dokąd pcha designer. Co ciągnie design manager. Red. Ewa Siemieńska. IWP 2011

**Teaching aids**

**Language of instruction**

Polish