

ITEM CARD

Attachment No. 1 into Regulation No 3/07/2020
of 13 July 2020 *on the model card*
subject at the Higher School of Management
in Warsaw

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
ITEM NAME										
Marketing of places and public services										
Name of the organizational unit leading the course:				Faculty of Management and Technical Sciences						
Name of the field of study, level of education:				Management I degree						
Learning profile:				general academic						
Name of the specialty:				Public governance						
Type of learning module:				specialty						
Year/Semester:				Year III, Semester 5						
Person coordinating the subject:				Prof. A. Kaminska						
Prerequisites (resulting from the succession of items):				Marketing Basics						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	36	30								66
Part-time studies	15	15								30
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes			Didactic methods							
Lecture			discussion, presentations using multimedia means							
exercise			Activating methods, problem tasks, case studies, brainstorming							
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
Lp.	Description of the learning outcomes in question								Directional effect reference	
Knowledge:										
1.	The student knows and understands the essence of place marketing and public services in the area of the organization's activity								ZO1_W06 P6S_WK	
2.	The student knows and understands in depth the tools, standards of marketing of places and services								ZO1_W12 P6S_WG	
Abilities:										
1.	The student is able to independently plan and implement his career related to the marketing of the place and public services								ZO1_U04 P6S_UU	
2.	The student is able to apply marketing tools and methods of strategic analysis, as well as methods of analyzing the impact of the external environment on the functioning of the company								ZO1_U09 P6S_UW	

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Social competences:		
1.	The student is ready to adapt and act in new conditions and situations in the area of place marketing and public services, e.g. related to cultural diversity, innovation	ZO1_K10 P6S_KO
2.	The student is ready to initiate and engage in the implementation of activities, marketing projects, m.in. for the protection of the environment and sustainable development, the local community	ZO1_K06 P6S_KO
V. CURRICULAR CONTENT (LEARNING)		
Lp.	Lecture:	Reference to the learning outcomes in question
1.	Definition and essence of place marketing and public services	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
2.	Place marketing and public service products	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
3.	Place marketing and public service tools	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
4.	Marketing planning	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
5.	Manage regional promotion	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
6.	Positioning strategy for cities and regions	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
7	Territorial marketing-mix	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09

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		ZO1_K10 ZO1_K06
8	Structure of territorial marketing	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
9	Adaptation of pricing strategies to the needs of marketing places and public services	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
10	Distribution as a "4P" element in the marketing of places and public services	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
11	The brand as an instrument of territorial marketing	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
12	Image and brand of the place	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
13	Social media in the activities of cities and regions	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
14	Place marketing: analysis, planning, implementation and control	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
15	Marketing of places and public services - case study	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06

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Lp.	exercises:	Reference to the learning outcomes in question
1.	Territorial marketing-mix	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
2.	Adaptation of pricing strategies to the needs of marketing places and public services	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
3.	Distribution as a "4P" element in the marketing of places and public services	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
4.	The brand as an instrument of territorial marketing	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
5.	Image and brand of the place	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
6.	Social media in the activities of cities and regions	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
7.	Marketing planning	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
8.	Manage regional promotion	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06
9.	Marketing and promotion strategies in territorial units	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09

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		ZO1_K10 ZO1_K06		
10	The concept of a regional megaproduct and its segmentation	ZO1_W06 ZO1_W12 ZO1_U04 ZO1_U09 ZO1_K10 ZO1_K06		
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES				
Learning outcomes	Verification method	Form of classes in which EUS (Learning Outcome) is verified		
Knowledge:				
ZO1_W06 ZO1_W12	Oral exam, project	Lecture/Tutorials		
Abilities:				
ZO1_U04 ZO1_U09	Oral exam, project	Lecture/Tutorials		
Social competences:				
ZO1_K10 ZO1_K06	Oral exam, project	In the course / exercises		
VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment	Grade range 3.0-3.5	Grade range 4.0-4.5	Very good rating
	The student does not know and does not understand/cannot/is not ready:	The student knows and understands / can / is ready:	The student knows and understands / can / is ready:	The student knows and understands / can / is ready:
For each of the learning outcomes identified for the Knowledge, Skills and Competences module	The student obtains less than 50% max. the number of points for a given effect	The student obtains from 50 to 69% max. the number of points for a given effect	The student gets from 70 to 89% max. the number of points for a given effect	The student obtains more than 89% max. the number of points for a given effect
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS		Student load		
		Studies Stationary	Part-time studies	
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		66	30	
Exam/Passing				
Participation in the consultation				
Project / Essay		10	10	
Independent preparation for didactic classes		24	40	
Preparing to pass a teaching class		25	45	
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS		5 ECTS credit/ 125 h	5 ECTS credit/ 125 h	
Student load in classes in direct contact with the teacher		66	30	

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Student load in practical classes	59	95
Student load in practical vocational preparation classes		
Student load in research preparation classes		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS		
Basic literature:		
1. Dziekański P., Olak A., Pytka S., Territorial marketing: municipality and its promotion = <i>Territorial marketing: municipality and its promotion</i> , Multiprint, Wyższa Szkoła Biznesu i Przedsiębiorczości, Koszyce, Ostrowiec Świętokrzyskie 2014.		
2. Kuć – Czajkowska K. ed. nauk., K. Muszyńska, <i>Marketing of territorial units: examples from Polish</i> , Wyd. UMCS, Lublin 2016		
3. Szromnik A. ed. nauk., S. Brańka A. Figiel, W. Griszal, I. Manczak, A. Szromnik, E. Ządęcka, <i>Territorial marketing: new areas and tools</i> , Wydawnictwo edu-Libri, Kraków, Legionowo 2015		
Supplementary literature:		
Doyle M. W., <i>New Thinking In International Relations Theory</i> , New York, 2018.		
Other teaching materials: Moodle, Teams		