COURSE SYLLABUS

AKADEMIA WSB				
Field of study:				
Course title:	Basics of Marketing			
Educational profile:				
Level of study:				
Number of hours per semester:	**16**			
	I	II	III	IV
Full-time studies (lecture/ class/lab/practical/e-learning):	…	…	…	…
Part-time studies:	…	…	…	…
Total number of hours:	16 h			
Language of instruction:				
Lecturer:	Mgr Simona Pietrzak			
Form of classes:	classes/workshops			
Course objectives:	The aim of the course is to familiarise students with the basic concepts and tools of contemporary marketing, with particular emphasis on understanding customer needs and questions as the foundation of effective marketing communication. The course combines knowledge of building sales funnels, effective sales writing (copywriting), and the use of signs, symbols and cultural codes (semiotics) in brand building. The course is practical in nature and concludes with students preparing their own marketing project.			

Learning outcomes

Learning outcome	Reference to PRK	Description of the learning outcome	Verification method
Knowledge			
K_W01	P7S_WG	The student knows the basic concepts and ideas of marketing, including the principles of building communication based on customer needs and questions.	final project
K_W02	P7S_WK	The student knows how sales funnels work, the principles of effective copywriting, and the basics of semiotics in brand building.	final project
Skills			

K_U01	P7S_UW	The student is able to identify customer questions and needs and to propose marketing content that addresses them.	final project
K_U02	P7S_UO	The student is able to design a simple sales funnel and write sales copy using copywriting techniques and elements of brand semiotics.	final project
Social competences			
K_K01	P7S_KK	The student is prepared to critically analyse marketing communications and to independently make decisions regarding brand communication	final project

Course content

Module	Topic	Hours	Detailed content
Module 1	Introduction to marketing – basic concepts and models (4P, STP)	2 h	Definition of marketing, the marketing mix (product, price, place, promotion), market segmentation, targeting and
Module 2	Understanding the customer – the “They Ask, You Answer” (TAYA) method	2 h	Analysis of the five categories of customer questions according to M. Sheridan; building trust through open and honest communication; exercises in identifying real
Module 3	Content marketing and inbound marketing in practice	2 h	Creating content that responds to audience needs; types of content (articles, video, case studies); planning content for different stages of the customer buying journey.
Module 4	Sales funnels – introduction to Dotcom Secrets	2 h	Basic sales funnel concepts according to R. Brunson; funnel stages, the role of the offer, and the “hook, story, offer” framework.
Module 5	Designing your own sales funnel	2 h	Practical workshop – students design a simple sales funnel for a chosen product or service.
Module 6	Copywriting – secrets of effective sales writing	2 h	Techniques and structures of sales copy according to J. Edwards; headlines, benefit-driven language, calls to action (CTAs).
Module 7	Semiotics in marketing – brand signs, symbols and codes	2 h	Basic concepts of semiotics (sign, denotation, connotation, archetypes, brand mythologies) and their application in building brand identity, based on K. Polak and M.

Module 8	Presentation of students' final projects	2 h	Presentations of students' own marketing projects combining the tools covered in the course (understanding the customer, sales funnel, copywriting, brand semiotics); feedback.

Teaching methods, assessment criteria and literature

Teaching methods:	• discussion and analysis of marketing campaigns and content examples • analysis of video material and case studies • practical workshops (content creation, sales funnel analysis, analysis of brand signs and symbols) • group work on the student's own marketing project
Assessment methods and criteria:	The course is assessed on the basis of a final project prepared by the student, applying the tools covered in the course (understanding customer needs, sales funnel, copywriting, brand semiotics) to a practical marketing concept.
Core reading:	• Sheridan M. – They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer (Polish edition: Co chce wiedzieć klient?)
Supplementary reading:	• Brunson R. – Dotcom Secrets • Edwards J. – Copywriting Secrets: How Everyone Can Use the Power of Words to Get More Clicks, Sales, and Profits (Polish edition: Sekrety copywritingu) • Polak K., Żurawicka M. – Semiotyka w marketingu [Semiotics in Marketing: How to Study Signs, Symbols and Market Codes]