

Issues to defend a thesis
Management II degree
Full-time and part-time studies
Valid from the academic year 2019/2020

Specialization: *Managerial Marketing*

1. Discuss the assumptions and challenges of modern methods of process management in company management.
2. Discuss the assumptions and challenges of modern methods of change management in company management.
3. Discuss the determinants shaping business ethics.
4. Discuss the components of the organization's flexibility concept and its relationship with other management concepts.
5. Diagnose the differences between the concepts of a virtual and network organization.
6. Characterize the concept of gross domestic product - describe its application and limitations.
7. Specify the relationship: planned investments versus savings from the perspective of equilibrium in the goods and services market.
8. Characterize the essence and differences between the concepts of learning and intelligent organization.
9. Break Even Point in a single-assortment production: assumptions of Break Even Point, quantitative formula of Break Even Point, Break Even Point formula by value, safety margin concept.
10. Specify the types, causes, and consequences of unemployment and discuss methods of combating unemployment.
11. Discuss the impact of taxes and budget expenses on the level of generated national income.
12. Characterize the relationships between the concepts of economic growth, economic fluctuations, and cyclical development.
13. Discuss the concept of civil law, specify the sources of civil law and principles of civil law.
14. Explain the law of obligations, i.e. describe the concept of obligation, debt, and liability.
15. Discuss the issue of ethics as an element of organizational culture.
16. Present the ethical challenges in the field of marketing and advertising.
17. Discuss the essence of a strategy, its types, and conditions of implementation.
18. Discuss the assumptions of the methods of strategic analysis of the distant and close environment of the organization.
19. Present the concept of cooperation, list its forms and discuss the conditions for creating added value within it.
20. Present market and economic efficiency of business processes, criteria for evaluation of effectiveness.
21. Discuss the essence and styles of leadership in an organization and the determinants of its effectiveness.
22. Discuss the role of logistics service providers in a distribution channel.
23. Present the scope of legal competition and consumer protection, and discuss its impact on business practice.
24. Discuss the issue of entrepreneurship and indicate its relationship with innovation.
25. Characterize the individual entrepreneur.
26. Discuss the possibilities of using cost information in decision-making processes taking place in the enterprise.
27. Present the concept of a global competition strategy and marketing tools used for this purpose.
28. Discuss the importance of system thinking in logistics.
29. Present challenges related to forecasting of economic phenomena.
30. Characterize the role of negotiations in business management, conducting negotiations, verbal and non-verbal communication in negotiations.

Questions from the specialization: *Managerial Marketing*

1. Characteristics of the elements of marketing strategies contents (selection of the target market, procedures, instruments of operation).
2. The role of information in shaping marketing strategies (information functions and their significance, information gap).
3. Determinants of choosing the marketing strategies towards competitors (buyers, demand, the strength of the company, the size and structure of the competitive environment).
4. Active marketing strategies (frontal confrontation strategy, selective impact strategy, avoiding competitor's strategy).
5. Adaptive marketing strategies (features and types).
6. Product and market strategies (the basic and extended approach).
7. Creativity in developing marketing strategies (areas of considering creativity, how to strengthen creativity, the relationships between knowledge, natural creativity, creative efficiency and their change with age).
8. Basics of modern marketing (the classic concept of marketing, the genesis of marketing, stages and main reasons for the development of marketing, the evolution of market orientation in enterprises, 22 unchanging marketing laws according to A. Ries, J. Trout).
9. General principles of marketing and marketing functions (organization of marketing activities in enterprises).
10. Brief description of selected contemporary marketing concepts (sensory marketing, value marketing, guerrilla marketing, personal marketing).
11. The impact of information technology on the development of new marketing concepts (viral marketing, internet marketing, buzz marketing).
12. Social marketing orientation - social marketing for corporate social responsibility.
13. Relationship marketing (definition and features of relationship marketing, five types of relationships that arise between a company and its clients, values provided to the client, stages of implementing relationship marketing in a company).
14. Relationship marketing models (characteristics of selected relationship models, goals of marketing activities in selected relationship models, common elements of models).
15. The client in contemporary marketing concepts (an individual approach to the client, the need for customer relations, communication system in relationship marketing, customer relationship management).
16. Creating value for the client: value - its essence, and perception from the client's perspective, the purchase process and value for the client, ways of creating value for the client, areas of creating value for the client, ways of adding value for the client.
17. Model of consumer market behavior (emotional systems guiding the consumer, motivation in consumer behavior, consumers' knowledge, and their market behavior).
18. Explain the concept of "development through diversification for the enterprise" (the concept of diversification, diversification strategies, business development management, development of new products).
19. Brand characteristics (brand concept, visual identity of the brand and its attributes, brand architecture, brand types, brand personality factors).
20. Determinants of brand management (identity and brand image, brand building process, strategic aspects of brand management).