

Subject card

Subject name and code	, PG_00121920						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2023/2024	
Education level	postgraduate studies	Subject group					
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	1	Language of instruction				Polish Polish	
Semester of study	1	ECTS credits				1.0	
Learning profile	academic	Assessment form					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Małgorzata Wiśniewska				
	Teachers		prof. dr hab. Małgorzata Wiśniewska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		0.0		0.0	15
Subject objectives	The aim is to present theory and practice on the role of packaging in product promotion						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_K02] Cooperation: - the student can harmoniously interact and work in a group, assuming various roles in the group, including leadership and supervision of the group, - can agree with the group on goals and division of tasks, - is open-minded, respecting the differences of other team members.	Cooperation: - is able to harmoniously interact and work in a problem team, supervise the course and pace of the task assigned by the lecturer, and respects the comments and opinions of other members of his team when they present the results of their observations	[SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FiRMU2_K03] Communication: - the student can present his/her view/ issue in a way that others can understand, - courageously (but prudently) expresses his opinion, is not afraid to ask questions, - can participate culturally in the discussion, - can give constructive criticism, - can communicate on specialized topics in finance and accounting with a diverse audience.	Communication: - Is able to present his/her opinion on the packaging under study and its role in a way that is understandable to others; is able to participate in the discussion of proposed packaging solutions and designs and critically evaluate them	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FiRMU2_K06] Creativity: - the student has the ability to think creatively, can go beyond the usual patterns, - can think and act in an entrepreneurial manner, - can flexibly adapt to the changing requirements of the environment.	Creativity: - has the ability to think creatively when completing assigned packaging design tasks, is able to go beyond the usual patterns, - can think and act in a way to achieve unique packaging solutions	[SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FiRMU2_U02] The student can use advanced theoretical knowledge to describe the causes and course of economic processes and phenomena. The student can formulate his own critical opinions.	Can use advanced knowledge of commodity science, marketing, to describe the causes and course of consumer choice of products, from the perspective of packaging features. Can formulate own critical opinions.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[FiRMU2_W03] The student has an expanded knowledge of man as an entity that creates economic structures and the motives of his actions.	He/she has an expanded knowledge of the consumer and his motives for acting under the influence of packaging.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	<p>Definition of packaging and its division according to various criteria - Packaging as an element of the mix strategy. - Functions of packaging, with particular emphasis on the promotional function - Packaging as an advertising tool - Color, graphics and shape of packaging as factors influencing its promotional value - Packaging label - development, importance. Examples of applications and development - Packaging systems. Examples of applications; Packaging vs. Absolut brand. Packaging and the Kraft brand;</p> <p>Tasks to be solved for EP (Absolut in my city); Solving the personification test</p>		
Prerequisites and co-requisites	The basics of marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Two project assessment	51.0%	100.0%
Recommended reading	Basic literature	Ph. Kotler, Marketig, Analysis. Planning. Implementation and Control, Gebethner i S-ka, Warszawa 1994, W. Nierzwicki, Richert M., Rutkowska M., Wiśniewska M.: Packaging. Selected topics, WSM Gdynia, 1997 H. Mruk, I. Rutkowski, The strategy of the product, PWE, Warszawa, 1994 C. Hales, Packaging as a tool of marketing, PWE, Warszawa, 1999, M.Z. Wiśniewska, Personification test and its usage, Problemy Jakości, 2016	
	Supplementary literature	K. Jasiołek, Packaging or perfuming herring, Marginesy, Warszawa 2021	
	eResources addresses	<p>Podstawowe</p> <p>https://www.researchgate.net/publication/297890340_Test_personifikacji_opakowania_i_jego_zastosowanie - M.Z. Wiśniewska, Personification test and its usage, Problemy Jakości, 2016</p> <p>Adresy na platformie eNauczenie:</p>	
Example issues/ example questions/ tasks being completed	Performance of the personification test Taking a picture entitled Absolute in my city		

Work placement	Not applicable
----------------	----------------

Document generated electronically. Does not require a seal or signature.