

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	Katedra Strategicznego Rozwoju -> Faculty of Management -> Rektor						
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_W03] The student has an expanded knowledge of man as an entity that creates economic structures and the motives of his actions.	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
	[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_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 his own critical opinions.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] 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	
Subject contents	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 affecting 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;		
Prerequisites and co-requisites	Marketing basics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Performance of the personification test Taking a picture entitled Absolute in my city	51.0%	100.0%
Recommended reading	Basic literature	Ph. Kotler, Marketing. Analiza.Planowanie.Wdrażanie i Kontrola, Gebethner i S-ka, Warszawa 1994, W. Nierzwicki, Richert M., Rutkowska M., Wiśniewska M.: Opakowania.Wybrane zagadnienia, WSM Gdynia, 1997 H. Mruk, I. Rutkowski, Strategia produktu", PWE, Warszawa, 1994 C. Hales, Opakowanie jako instrument marketingu", PWE, Warszawa, 1999, M.Z. Wiśniewska, Test personifikacji i jego zastosowanie, Problemy Jakości, 2016	
	Supplementary literature	K. Jasiolek, Packaging or perfuming herring, Marginesy, Warsaw 2021	
	eResources addresses	Podstawowe https://www.researchgate.net/publication/297890340_Test_personifikacji_opakowania_i_jego_zastosowanie - Basic: The_personification_test_and_its_application - M.Z. Wisniewska, The personification test and its application, Quality Problems, 2016 Adresy na platformie eNauczanie:	

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.