

**Subject card**

<b>Subject name and code</b>	Product, Brand and Pricing Policy, PG_00123288						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Joanna Bednarz				
	<b>Teachers</b>		dr hab. Joanna Bednarz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	12.0	0.0	0.0	0.0	0.0	12
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	12		0.0		0.0	12
<b>Subject objectives</b>	The student will have the opportunity to learn about the process of product and brand management and pricing policy in enterprises. The assumption of the course is to focus on practical marketing aspects using the Design Thinking method.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has advanced knowledge of managing a business entity on the international market, knows and understands the strategies and marketing tools used in this management.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student has the ability to prepare presentations and oral speeches in Polish.	[SU2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to cooperate and work in a group.	[SU2] presentation/project/paper/report
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is ready to think and act in an entrepreneurial way in the field of product and brand management.	[SK2] presentation/project/paper/report
	[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of business entities in the field of product range and brand management as well as conducting pricing policy.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Introduction to the Design Thinking method (what is Design Thinking, what influences the effectiveness of this work method, methods of arranging a work room in the design thinking method, building interdisciplinary teams), empathy, needs diagnosis, generating ideas and prototyping services, product design, brands and packaging using the DT method</li> <li>2. Customer segmentation, target group</li> <li>3. Product - definition and classification of products, product life cycle</li> <li>4. Product innovation process - an example procedure for introducing a new product to the market, sources of ideas for new products, market analysis</li> <li>5. Brand name - definition and meaning of brand names, brand name structure, brand name categories, process of shaping a new name, marketing slogan</li> <li>6. Brand graphic sign - types, essence of color, lettering, shape</li> <li>7. Packaging - packaging functions, packaging design (style, shape, material, size, graphic design, color symbolism), packaging modification</li> <li>8. Product strategies - strategies used in individual phases of the product life cycle</li> <li>9. Brand strategies (architecture) - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, practice of creating brand architecture</li> <li>10. Brand portfolio management - brand extension - causes, benefits, threats and procedures for brand extension, brand life extension - causes, benefits and threats</li> <li>11. Market position analysis and brand valuation - brand share in the market, brand image research, concept and valuation of brand value, examples of the most valuable brands in the world and in Poland</li> <li>12. Brands in retail - the essence of supermarkets' own brands, their classification, specificity of packaging, market characteristics in selected countries</li> <li>13. Global brands - essence, benefits of having global brands, adaptation and standardization, product categories susceptible to creating global and local brands, differences in the perception of colors in the world, intercultural differences in advertising</li> </ol>		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	51.0%	80.0%
	project and presentation	51.0%	20.0%
Recommended reading	Basic literature	P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.	
	Supplementary literature	42 rules of product management learn the rules of product management from leading experts from around the world / by Brian Lawley and Greg Cohen, Cupertino, California. : Super Star Press, 2010.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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