

**Subject card**

|  |   |  |                                     |  |  |         |     |
|--|---|--|-------------------------------------|--|--|---------|-----|
| <b>Subject name and code</b>                       | Controlling in Marketing, PG_00102598   |  |                                     |  |  |         |     |
| <b>Field of study</b>                              | International Economic Relations  |  |                                     |  |  |         |     |
| <b>Date of commencement of studies</b>             | October 2024  | <b>Academic year of realisation of subject</b>   |                                     |  | 2025/2026                                      |         |     |
| <b>Education level</b>                             | postgraduate studies  | <b>Subject group</b>   |                                     |  | Obligatory subject group in the field of study |         |     |
| <b>Mode of study</b>                               | full-time studies   | <b>Mode of delivery</b>  |                                     |  | at the university                              |         |     |
| <b>Year of study</b>                               | 2   | <b>Language of instruction</b>   |                                     |  | Polish   |         |     |
| <b>Semester of study</b>                           | 4   | <b>ECTS credits</b>  |                                     |  | 3.0  |         |     |
| <b>Learning profile</b>                            | academic  | <b>Assessment form</b>   |                                     |  |  |         |     |
| <b>Conducting unit</b>                             | Zakład Handlu Zagranicznego -> Katedra Biznesu Międzynarodowego -> Faculty of Economics   |  |                                     |  |  |         |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>   |  | dr Anna Sperska                     |  |  |         |     |
|  | <b>Teachers</b>   |  | dr Anna Sperska                     |  |  |         |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>  | Lecture  | Tutorial                            | Laboratory                                   | Project  | Seminar | SUM |
|  | <b>Number of study hours</b>  | 15.0   | 0.0                                 | 0.0  | 0.0  | 0.0     | 15  |
|  | 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>  | 15   | 0.0                                 | 0.0  | 15   |         |     |
| <b>Subject objectives</b>                          | The aim of the course is to familiarize students with methods of assessing the effectiveness and efficiency of marketing, as well as issues of planning, budgeting, setting goals in marketing, and then analysis and assessment of their implementation and providing feedback |  |                                     |  |  |         |     |
| <b>Learning outcomes</b>                           | <b>Course outcome</b>   | <b>Subject outcome</b>   |                                     | <b>Method of verification</b>                |  |         |     |
|  | [MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain  | student has theoretically based, in-depth knowledge of key issues related to the management of a business entity on the domestic and international market  |                                     | [SW4] test/exam - oral or written            |  |         |     |
|  | [MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects             | Is ready to think and act in an entrepreneurial way, adapts to new situations, takes up the challenges of creative thinking, acquires resistance to failures, assesses risks and threats and finds ways to counteract their effects                |                                     | [SK1] oral statement/conversation/discussion |  |         |     |
|  | [MSGMU2_W05] has an in-depth knowledge of the world economy, principles of global market functioning and international financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes                | Has in-depth knowledge of the world economy, the principles of functioning of the global market and international financial relations and the process of their evolution, understands the causes, regularities and consequences of ongoing changes |                                     | [SW4] test/exam - oral or written            |  |         |     |

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| Subject contents   | Definition of controlling in the context of marketing activities<br>Setting goals in the area of marketing. Strategic and operational goals. Action planning.<br>Preparation of a marketing plan and budget.<br>Dimensions of analysis in marketing controlling.<br>Possibilities in obtaining data for analysis.<br>Marketing assessment at the strategic level.<br>Marketing indicators: sales assessment, customer relationship assessment, marketing communication assessment.<br>Marketing indicators in analyzing the effectiveness and efficiency of e-commerce activities<br>Assessment of profitability of marketing investments.<br>Reporting. Feedback. Continuous improvement. |   |                               |
| Prerequisites and co-requisites                                | None   |   |                               |
| Assessment methods and criteria                                | Subject passing criteria   | Passing threshold   | Percentage of the final grade |
|  | Test   | 51.0%   | 70.0%                         |
|  | Activity during classes  | 51.0%   | 30.0%                         |
| Recommended reading  | Basic literature   | A. Kaniewska-Sęba, G. Leszczyński, Pomiar marketingu i sprzedaży B2B, Wydawnictwo Nieoczywiste, Poznań 2018<br>M. Nowak, Controlling działalności marketingowej, PWE, Warszawa 2007 |                               |
|  | Supplementary literature   | J.D. Lenskold, Pomiar rentowności inwestycji marketingowych, Wyd. Oficyna Ekonomiczna, Kraków 2004<br>R. Koziełski, Wskaźniki marketingowe, Wyd. Oficyna Ekonomiczna, Kraków 2006   |                               |
|  | eResources addresses   | Adresy na platformie eNauczanie:  |                               |
| Example issues/<br>example questions/<br>tasks being completed |  |   |                               |
| Work placement   | Not applicable   |   |                               |

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