

**Subject card**

<b>Subject name and code</b>	Comprehensive Identity, PG_00102583						
<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>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Faculty of Economics						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Nikodemka-Wołowik				
	<b>Teachers</b>		dr hab. Anna Nikodemka-Wołowik				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	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>	Preparing students to use the forms and means of creating a company's identity and the practical application of these tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	Regarding shaping organizational identity, student understands the principles of the scope protection of intellectual property (industrial) and law copyright and understands the need for management property resources. intellectual	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W06] knows and understands the fundamental dilemmas related to globalisation and the formation of contemporary international economic relations	The student understands the fundamentals influence dilemmas globalization and contemporaries international relations economic for construction organization's identity.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	The student is able to solve functioning tasks entities economic on the market international, adapting methods and tools, servants to build comprehensive systems identification	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to be active participating in groups, organizations and institutions implementing professional projects regarding functioning of entities economic conditions globalization and process development integration.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	The student is able to recognize the types risks associated with construction the identity of the organization in international environment and determine their consequences and containment methods	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work	
Subject contents	<p>The classes cover topics such as: 1. Identity and image of an organization. 2. Evolution and importance of IC. 3. The place of IC in the integrated marketing communication system. 4. System and IC. 5. program. Elements IC system as components of the enterprise's intangible assets. 6. Intellectual property protection - among others trademarks, industrial designs, copyrights. 7. Reasons for implementing the IC. 8. program. Stages of the IC. 9. program. Benefits of implementing IC. 10. The role of marketing research. 11. Management identification. 12. IC advisors on the Polish and global market</p>		
Prerequisites and co-requisites	<p>- knowledge of the basics of functioning of an enterprise in an international environment, skills using basic marketing communication tools, knowledge of basic ethical principles in business, ability to work in a group, - knowledge of issues in the field of: marketing, marketing research, marketing communication.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral presentation of the project	51.0%	40.0%
	team work - written project	51.0%	40.0%
	active participation in classes	51.0%	20.0%

Recommended reading	Basic literature	<p><b>Basic literature</b>1. Building CI, Image and Reputation in the Digital Era, praca zbiorowa pod red. T.C. Melewar, Ch. Dennis,P.Foroudi,Routledge 2021.2. Nikodemka-Wołowik A.M., Komunikowanie tożsamości rynkowej w otoczeniu międzynarodowym, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008.3. Nikodemka-Wołowik A.M, Budowa długookresowej tożsamości przedsiębiorstwa rynku zagranicznym, rozdział w:Marketing eksportowy małych i średnich przedsiębiorstw w regionie Południowego Bałtyku, praca zbior. pod red. H. Treder i P. Kulawczuka, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2012.</p>
	Supplementary literature	<p><b>Supplementary literature</b>1. Włoszczynski A.L., Po co ci logo2: Ciąg dalszy, Wyd. e-bookowo, 2021.2. Olins W., Brand New. The Shape of Brands to Come, Thames &amp; Hudson, 2014.</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	e.g. - the role of marketing research in creating CI systems.	
Work placement	Not applicable	

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