

**Subject card**

Subject name and code	Marketing, PG_00083487						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026				
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study				
Mode of study	part-time studies	Mode of delivery	at the university				
Year of study	2	Language of instruction	Polish				
Semester of study	4	ECTS credits	3.0				
Learning profile	academic	Assessment form	credit				
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Dariusz Tłoczyński					
	Teachers	dr hab. Dariusz Tłoczyński mgr Anna Michalska-Szajer					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	14.0	0.0	0.0	0.0	14
	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	14	0.0	0.0	14		
Subject objectives	The purpose of the course is: 1. to learn the basics of marketing 2. to learn the principles of conducting market segmentation 3. acquiring the ability to apply marketing instruments 4. acquiring the ability to prepare a marketing strategy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Students will be able to analyze the causes and course of market processes and market phenomena and interact appropriately with marketing instruments	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is ready to think and act in an entrepreneurial manner; adapts actions to changes in the environment, takes on the challenges of creative thinking, taking into account the rules and instruments of marketing, is resistant to failure, knows how to identify threats and assess the risk of their occurrence	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Students use their knowledge of economics, finance and management to resolve marketing dilemmas that occur in professional work	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students are able to appropriately determine marketing priorities and objectives, plan and analyze consumer attitudes, use marketing instruments, organize marketing in an enterprise; is creative and has a willingness to learn and interact with other students	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and solves problems related to the implementation of marketing in the market environment and applies various options for solutions in the organization of marketing departments	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of market entities forming the market and of the principles of conduct in these structures, knows well the motives of consumer behavior and ways to implement marketing assumptions in economic practice; is able to implement appropriate marketing instruments	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents	<p>1. Topic: Basics of marketing decisions</p> <ul style="list-style-type: none"> <li>• Search for opportunities for action</li> <li>• Methods of analyzing the general market environment of the enterprise</li> <li>• Methods of analyzing the potential and operating conditions of the enterprise</li> </ul> <p>2. Topic: Consumer behavior in the market</p> <ul style="list-style-type: none"> <li>• Models of consumer behavior in the market</li> <li>• Factors characterizing the consumer as determinants of his behavior in the market</li> <li>• Phases, types and types of pricing decisions</li> </ul> <p>3. Topic: Market segmentation and product placement in the market</p> <ul style="list-style-type: none"> <li>• Concept, criteria and procedure of segmentation</li> <li>• Principles of target market selection</li> <li>• Strategies for product placement</li> </ul> <p>4. Topic: Product management</p> <ul style="list-style-type: none"> <li>• Concept, classification, levels, aspects and functioning of the product</li> <li>• Phases and types of product life cycle</li> <li>• Regulation of the product life cycle</li> </ul> <p>5. Topic: Price management</p> <ul style="list-style-type: none"> <li>• Marketing functions and tasks of price</li> <li>• The process of price formation</li> <li>• Discounts and price differentiation</li> </ul> <p>6. Topic: Distribution management</p> <ul style="list-style-type: none"> <li>• Concept and component parts of distribution</li> <li>• Formation of distribution channels</li> <li>• Intensity of distribution</li> </ul> <p>7. Topic: Management of marketing activities</p> <ul style="list-style-type: none"> <li>• Planning marketing activities</li> <li>• Marketing strategies</li> <li>• Organizing and controlling marketing activities</li> </ul> <p>8. Topic: Marketing in the era of digital economy</p> <ul style="list-style-type: none"> <li>• Use of Big Data in marketing activities</li> <li>• Digital market and new functions of consumers</li> <li>• Multi-channel strategies</li> </ul>											
Prerequisites and co-requisites	Prerequisites: knowledge of basic economic issues.											
Assessment methods and criteria	<table border="1" data-bbox="448 1541 1479 1653"> <thead> <tr> <th data-bbox="448 1541 798 1585">Subject passing criteria</th> <th data-bbox="798 1541 1141 1585">Passing threshold</th> <th data-bbox="1141 1541 1479 1585">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1585 798 1619">Project</td> <td data-bbox="798 1585 1141 1619">51.0%</td> <td data-bbox="1141 1585 1479 1619">50.0%</td> </tr> <tr> <td data-bbox="448 1619 798 1653">Test</td> <td data-bbox="798 1619 1141 1653">51.0%</td> <td data-bbox="1141 1619 1479 1653">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	50.0%	Test	51.0%	50.0%
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Project	51.0%	50.0%										
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>1. Ph. Kotler, M. Kotler, Przez marketing do wzrostu. 8 zwycięskich strategii, Dom Wydawniczy Rebis, Poznań 2013.</p> <p>2. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012.</p> <p>3. Ph. Kotler, K. Hermawan, S. Iwan, Marketing 5.0. Technologie Next Tech, MT Business, 2021.</p> <p>1. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011.</p> <p>2. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011.</p>										
Example issues/ example questions/ tasks being completed	Design of a marketing strategy for a selected enterprise											
Work placement	Not applicable											

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