

**Subject card**

<b>Subject name and code</b>	Marketing, PG_00083486						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024	<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>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Department of Transport Market -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Krzysztof Grzelec				
	<b>Teachers</b>		dr hab. Krzysztof Grzelec				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	14.0	0.0	0.0	0.0	0.0	14
	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>	14		0.0		0.0	14
<b>Subject objectives</b>	The aim of the subject is: 1. Learning the essence of marketing 2. Learning the determinants of consumer behavior and preferences 3. Learning the principles of segmentation and positioning on the market 4. Acquiring the ability to use marketing instruments 5. Acquiring the ability to prepare and implement a marketing strategy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Correctly identifies, diagnoses and resolves market problems related to the company's offering and indicates effective variants of marketing activities.	[SK4] 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	Is able to act in an entrepreneurial manner; in accordance with marketing rules, adapts to changes in the company's external and internal environment, is able to use creative thinking in planning and action, identifies threats and assesses the risk of their occurrence and neutralizes their impact.	[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	Skillfully uses his/her knowledge of marketing to manage and resolve market problems related to planning the market offer and implementing the assumptions of the marketing plan.	[SU4] test/exam - oral or written
	[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	Is able to analyze the causes of changes in the company's environment, including changes in consumer behavior and preferences, is able to plan, analyze and use the results of marketing research to plan and implement marketing activities	[SU4] 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	Possesses advanced knowledge of consumer determinants and preferences, is able to research and analyze them and create a coherent and effective structure of marketing tools and activities, taking into account marketing rules.	[SW4] 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.	Is able to plan marketing activities, taking into account priorities, as well as monitor the effectiveness of implemented marketing activities and evaluate the effectiveness of individual marketing instruments and techniques.	[SU4] test/exam - oral or written	
Subject contents	<p>1. Subject: The essence of marketing (L) - The concept, conditions and assumptions of marketing functioning - The structure of the research and instrumental sphere of marketing - Evolution of marketing</p> <p>2. Subject: Marketing and operating conditions (L) - External and internal operating conditions - Dependent and independent operating conditions - Operating conditions and marketing structure</p> <p>3. Subject: Basics of marketing decisions (E) - Searching for opportunities - SWOT analysis as a tool for selecting attractive directions of action - Portfolio methods</p> <p>4. Subject: Consumer behavior on the market (L + E) - Models of consumer behavior on the market - Factors characterizing the consumer as determinants of his behavior on the market - Phases, types and kinds of pricing decisions</p> <p>5. Subject: Market segmentation and product placement on the market (L+E) - The concept, criteria and procedure of segmentation - Principles of selecting the target market - The concept, criteria and procedure of segmentation</p> <p>6. Subject: Marketing research as an element of the marketing information system (L) - The concept and structure of the marketing information system - Essence, purpose, cycle, scope and types of marketing research - Sample size and methods</p> <p>7. Subject: Product management (L+E) - Concept, classification, levels, aspects and functioning of the product - Phases and types of the product life cycle - Regulating the product life cycle</p> <p>8. Subject: Price management (L+E) - Marketing functions and tasks of price - Price formation process - Discounts and price differentiation</p> <p>9. Subject: Distribution management (L+E) - Concept and components of distribution - Shaping distribution channels - Distribution intensity</p> <p>10. Subject: Marketing communication management (L+E) - Concept, elements and intensity of promotional activities - Functions, types and importance of advertising - Essence, types, role and conditions of direct sales</p> <p>11. Subject: Marketing activity management (L+E) - Planning marketing activities - Marketing strategies - Organizing and controlling marketing activities</p> <p>12. Subject: Marketing in the era of the digital economy (L+E) - Using Big Data in business marketing - Digital market and new consumer functions - Multi-channel strategies</p>		
Prerequisites and co-requisites	Knowledge of basic economic issues in micro- and macroeconomics and statistics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	90.0%
		90.0%	10.0%

Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. K.K Lane, Ph. Kotler, Marketing, DW Rebis, Poznań 2023 H. Kartajaya,</li> <li>2. Ph. Kotler, I. Setiawan, Marketing 5.0. Technologie Next Tech. MT Biznes, 2021</li> <li>3. T. Taranko, Komunikacja marketingowa, Wyd. Niewoczywiste, 2022</li> <li>4. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012.</li> <li>5. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011.</li> <li>6. E. Duliniec, Marketing międzynarodowy, PWE, Warszawa 2004.</li> <li>7. Komunikacja marketingowa, pod red. M. Rydla, ODDK, Gdańsk 2001</li> </ol>
	Supplementary literature	<p>Journals:</p> <ol style="list-style-type: none"> <li>1. "Marketing i Rynek", PWE, Warszawa; <a href="https://www.pwe.com.pl/czasopisma/marketing-i-rynek">https://www.pwe.com.pl/czasopisma/marketing-i-rynek</a></li> <li>2. "International Journal of Research in Marketing, Elsevier; <a href="https://www.sciencedirect.com/journal/international-journal-of-research-in-marketing">https://www.sciencedirect.com/journal/international-journal-of-research-in-marketing</a></li> </ol>
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Random sampling refers to a sample of: a/ stratified/ quota/ purposive/ convenience	
Work placement	Not applicable	

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