

Subject card

Subject name and code	Marketing, PG_00119100						
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	full-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		mgr Anna Michalska-Szajer				
	Teachers		dr Aleksander Jagiełło mgr Anna Michalska-Szajer dr hab. Krzysztof Grzelec dr hab. Dariusz Tłoczyński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		0.0		0.0	30
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_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.	can appropriately set priorities and plan and organize the tasks involved, as well as monitor and evaluate progress	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] 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	uses its knowledge of economics, finance and management to resolve economic and social dilemmas that arise in its professional work	[SU1] oral statement/conversation/discussion [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	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient to failure, knows how to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] 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 and course of specific economic and social processes and phenomena and accurately analyze these phenomena with the help of adequate economic and social methods and tools	[SU1] oral statement/conversation/discussion [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	correctly identifies, diagnoses and resolves dilemmas and various options for solutions, related to the profession in the field of marketing.	[SK1] oral statement/conversation/discussion [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	Has advanced knowledge of man as an entity that creates social structures and the principles of their functioning, as well as his actions in these structures, is well acquainted with the motives of human economic decision-making	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	<p>1. Topic: the essence of marketing</p> <ul style="list-style-type: none"> • Concept, conditions and assumptions of marketing functioning • Structure of the research and instrumental sphere of marketing • Evolution of marketing <p>2. Topic: Marketing and the conditions of operation</p> <ul style="list-style-type: none"> • External and internal conditions of action • Dependent and independent conditions of action • Operating conditions vs. structure of marketing <p>3 Topic: Basics of marketing decisions</p> <ul style="list-style-type: none"> • Search for opportunities for action • Methods of analyzing the general market environment of the enterprise • Methods of analyzing the potential and operating conditions of the enterprise <p>4. Topic: Marketing plan</p> <ul style="list-style-type: none"> • Essence, content, functions and types of plan • The process of marketing planning • Conditions for the correctness of the plan <p>5. Topic: Consumer behavior in the market</p> <ul style="list-style-type: none"> • Models of consumer behavior in the market • Factors characterizing the consumer as determinants of his behavior in the market • Phases, types and types of pricing decisions <p>6. Topic: Market segmentation and product placement in the market</p> <ul style="list-style-type: none"> • Concept, criteria and procedure of segmentation • Principles of target market selection • Strategies for product placement <p>7. Topic: marketing research as an element of the marketing information system</p> <ul style="list-style-type: none"> • Concept and structure of marketing information system • The essence, purpose, cycle, scope and types of marketing research • Size and methods of sampling <p>8. Topic: Product management</p> <ul style="list-style-type: none"> • Concept, classification, levels, aspects and functioning of the product • Phases and types of product life cycle • Regulation of the product life cycle <p>9. Topic: Price management</p> <ul style="list-style-type: none"> • Marketing functions and tasks of price • The process of price formation • Discounts and price differentiation <p>10. Topic: Distribution management</p> <ul style="list-style-type: none"> • Concept and component parts of distribution • Formation of distribution channels • Intensity of distribution <p>11. Topic: Marketing communication management</p> <ul style="list-style-type: none"> • Concept, components and intensity of promotional activities • Functions, types and importance of advertising • The essence, types, role and conditions of direct selling 											
Prerequisites and co-requisites	Prerequisites: knowledge of basic economic issues.											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Test</td> <td>51.0%</td> <td>50.0%</td> </tr> <tr> <td>Project</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Test	51.0%	50.0%	Project	51.0%	50.0%
	Subject passing criteria	Passing threshold	Percentage of the final grade									
	Test	51.0%	50.0%									
Project	51.0%	50.0%										

Recommended reading	Basic literature	1. Ph. Kotler, M. Kotler, Przez marketing do wzrostu. 8 zwycięskich strategii, Dom Wydawniczy Rebis, Poznań 2013. 2. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012. 3. Ph. Kotler, K. Hermawan, S. Iwan, Marketing 5.0. Technologie Next Tech, MT Business, 2021.
	Supplementary literature	1. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011. 2. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Design of a marketing strategy for a selected enterprise	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.