

**Subject card**

<b>Subject name and code</b>	Marketing, PG_00101746						
<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>	undergraduate 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>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>		dr Aleksandra Aziewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	14.0	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>	Presenting the company's possibilities of operating in an international environment using various marketing tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W13] has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has knowledge of the domestic and foreign environment in relation to marketing activities	[SW1] oral statement/ conversation/discussion
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student is able to use marketing knowledge to identify and analyze connections between various business entities and institutions	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	the student thinks in a creative and entrepreneurial way, using the acquired knowledge and skills in the field of marketing	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student is able to use marketing tools to obtain information, analyze and present it, and make decisions based on it.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student knows and understands selected marketing strategies and tools that can be used in managing a business entity	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	the student has knowledge about people in the context of making marketing decisions	[SW1] oral statement/ conversation/discussion
[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student is able to identify, diagnose and resolve marketing-related dilemmas.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written	
Subject contents	Definitions, basic concepts related to marketing Marketing mix, elements of marketing, market environment of the company Sources of market information / market research Product and brand Sales process and pricing policy Marketing communications		
Prerequisites and co-requisites	basics of microeconomics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	1. Ph. Kotler, K.L. Keller, Marketing. Rebis, 2018. 2. E. Michalski <i>Marketing</i> Wydawnictwo Naukowe PWN, 2017 3. Red. D. Kaczorowska-Spychalska; B. Gregor, <i>Marketing w erze technologii cyfrowych</i> , Wydawnictwo Naukowe PWN 2018	
	Supplementary literature	• K. Stopczyńska, <i>Influencer marketing w dobie nowych mediów</i> , Wydawnictwo Uniwersytetu Łódzkiego, 2021,	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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