

**Subject card**

<b>Subject name and code</b>	Product, Brand and Pricing Policy, PG_00058770						
<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>			2026/2027		
<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>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<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 Anna Sperska				
	<b>Teachers</b>		dr Anna Sperska				
<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>	The student will have the opportunity to become familiar with the process of product and brand management and pricing policy. The aim of the course is to focus on practical marketing aspects using the Design Thinking method.						

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 structured knowledge about the functioning of entities economic conditions in the national and international environment	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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 has advanced knowledge of managing a business entity on the international market, knows and understands marketing strategies and tools used in this management	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	the student has the ability to prepare presentations regarding selected detailed international economic relations issues (in connection with the selected specialization in the field of study International Economic Relations)	[SU2] presentation/project/paper/report
	[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 is ready to think and act in an entrepreneurial way, adapts to new situations, takes up the challenges of creative thinking	[SK2] presentation/project/paper/report
[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	student can cooperate in a team	[SU2] presentation/project/paper/report	
Subject contents	Tutorials:  1. Product, brand and packaging design using the Design Thinking method.  2. Customer segmentation, target group.  3. Product sales strategy - role and scope, strategic goals and operational goals in the sales area.  4. Sales channels, multi-channel strategies, selection and evaluation of sales channels.  5. Sales process and sales structure: importance of the sales process, sales process design, process efficiency, sales process and customer segmentation.  6. Pricing strategies, price band, price cascade, product margins at various levels of cost allocation, discounts and bonuses, margin management.  7. Sales cost budget, goals and commercial activities.		
Prerequisites and co-requisites	Basics of marketing management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group presentation	51.0%	40.0%
	Test	51.0%	60.0%

Recommended reading	Basic literature	<p>1. Urban S., Kowalska A., Olszańska A., Szymańska J., Zarządzanie produktem: problemy teoretyczne i praktyczne, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2017.</p> <p>2. Bednarz J., Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego, [w:] Konkurencyjność polskich producentów żywności i jej determinanty (1), red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134.</p> <p>3. Bednarz J., Prosumpcja jako rezultat zmian zachodzących w zachowaniach konsumentów na przykładzie przemysłu spożywczego, Współczesny konsument w strategiach przedsiębiorstw międzynarodowych, "Studia Oeconomica Posnaniensia" 2017, vol. 5, no. 1, pp. 7-24. <a href="http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017">http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017</a>.</p> <p>4. Ruskin-Brown I., Skuteczna polityka cenowa, Wolters Kluwer, Warszawa 2009.</p> <p>5. Rutkowski I., Strategie produktu, PWE, Warszawa 2011</p>
	Supplementary literature	<p>Literatura uzupełniająca:</p> <p>1. Kotler P., Keller K., Marketing Management, Pearson, New York 2016, or any edition dated after 2000.</p> <p>2. Bednarz J., Proces wprowadzania nowych produktów konsumpcyjnych na rynek, red. H. Treder, Prace i Materiały IHZ nr 20, Fundacja Rozwoju UG, Sopot 2005, s. 80-89.</p> <p>3. Bednarz J., Zarządzanie marką produktów przez współczesne przedsiębiorstwa, [w:] Dylematy i perspektywy rozwoju współczesnych przedsiębiorstw, red. J. Fryca, D. Wach, PTE Oddział Gdańsk, Klub Młodego Ekonomisty, Gdańsk 2007, s. 55-64.</p> <p>4. Bednarz J., Wprowadzanie nowych produktów spożywczych na rynek typu business to business, "Ogólnopolski Informator Masarski", 2008, nr 3 (151), s. 84-89.</p> <p>5. Lorimer S.E., Sinha P., Zoltners A.A., Zwiększanie efektywności działu sprzedaży, Wolters Kluwer, Warszawa 2013.</p> <p>6. Bednarz J., Znaczenie ochrony znaków towarowych w budowaniu przewagi konkurencyjnej przedsiębiorstw, [w:] Problemy współczesnej gospodarki, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 27, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2009, s. 181-190.</p> <p>6. Kall J., Silna marka. Istota i kreowanie, PWE, Warszawa 2001.</p> <p>7. Bednarz J., Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego, [w:] Konkurencyjność polskich producentów żywności i jej determinanty (1), red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134.</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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