

Subject card

Subject name and code	Product, Brand and Pricing Policy, PG_00119322						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
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	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Bednarz				
	Teachers		dr hab. Joanna Bednarz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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 student will have the opportunity to learn about the process of product and brand management and pricing policy in enterprises. The assumption of the course is to focus on practical marketing aspects using the Design Thinking method.						
Learning outcomes	Course outcome	Subject outcome		Method of verification			
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student uses the theoretical knowledge in the field of marketing to analyze and evaluate the functioning of business entities on the international market in terms of product range and brand management and conducting pricing policy.		[SU2] presentation/project/paper/report [SU4] test/exam - oral or written			
	[MSGL3_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 of the functioning of business entities in the field of product range and brand management as well as conducting pricing policy.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report			
	[MSGL3_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 the strategies and marketing tools used in this management.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report			
	[MSGL3_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 in the field of product, brand and price management.		[SK2] presentation/project/paper/report [SK4] test/exam - oral or written			

Subject contents	<ol style="list-style-type: none"> 1. Introduction to the Design Thinking method (what is Design Thinking, what influences the effectiveness of this work method, methods of arranging a work room in the design thinking method, building interdisciplinary teams), empathy, needs diagnosis, generating ideas and prototyping services, product design, brands and packaging using the DT method 2. Customer segmentation, target group 3. Product - definition and classification of products, product life cycle 4. Product innovation process - an example procedure for introducing a new product to the market, sources of ideas for new products, market analysis 5. Brand name - definition and meaning of brand names, brand name structure, brand name categories, process of shaping a new name, marketing slogan 6. Brand graphic sign - types, essence of color, lettering, shape 7. Packaging - packaging functions, packaging design (style, shape, material, size, graphic design, color symbolism), packaging modification 8. Product strategies - strategies used in individual phases of the product life cycle 9. Brand strategies (architecture) - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, practice of creating brand architecture 10. Brand portfolio management - brand extension - causes, benefits, threats and procedures for brand extension, brand life extension - causes, benefits and threats 11. Market position analysis and brand valuation - brand share in the market, brand image research, concept and valuation of brand value, examples of the most valuable brands in the world and in Poland 12. Brands in retail - the essence of hypermarkets' own brands, their classification, specificity of packaging, market characteristics in selected countries 13. Global brands - essence, benefits of having global brands, adaptation and standardization, product categories susceptible to creating global and local brands, differences in the perception of colors in the world, intercultural differences in advertising 											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>project and presentation</td> <td>0.0%</td> <td>20.0%</td> </tr> <tr> <td>exam</td> <td>51.0%</td> <td>80.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	project and presentation	0.0%	20.0%	exam	51.0%	80.0%
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.</p> <ol style="list-style-type: none"> 1. B. Lawley, G. Cohen, 42 rules of product management learn the rules of product management from leading experts from around the world, Super Star Press, California 2010. 2. P. Trott, Innovation management and new product development, Pearson, Harlow 2017. 										
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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