

Subject card

Subject name and code	Marketing Communication, PG_00119321						
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			credit		
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marcin Krzaczek				
	Teachers		dr Marcin Krzaczek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
	Additional information: <ul style="list-style-type: none"> • task solving • group activities • case studies • practical projects • discussion 						
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	15		0.0		0.0	15
Subject objectives	After concluding the course, the student should be able to: <ul style="list-style-type: none"> - indicate the elements of marketing communication and describe them; - indicate the elements of brand management and methods of their application; - create an outline of marketing communication for the selected organization; - examine the effectiveness and efficiency of individual elements of marketing communication. 						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	is able to identify and analyze the connections between economic entities and public institutions that are part of the national and international environment and the forms of communication between them, using the acquired theoretical knowledge, is able to critically assess these connections and messages and propose directions for their further development or changes	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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	is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failure, is able to communicate in marketing way, identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	drugi termin zna i rozumie fundamentalne dylematy współczesnej cywilizacji, w tym strategię zrównoważonego rozwoju i społeczną odpowiedzialność biznesu jako formy etycznej komunikacji marketingowej przedsiębiorstw 200 / 5 000 knows and understands the fundamental dilemmas of modern civilization, including sustainable development strategy and corporate social responsibility as a form of ethical marketing communication of enterprises	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the regularities that govern them, including the principles of functioning of the market, the market mechanism and communication of its entities with each other, both in the national and international aspect	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

	eResources addresses	Basic https://www.iab.org.pl/aktualnosci/raport-strategiczny-internet-2023-2024-iab-polska-juz-dostepny/ - Strategic Report - Internet 23/24
Example issues/ example questions/ tasks being completed	<p>Creating a promotional campaign for the selected company.</p> <p>Carrying out the branding process for the selected brand.</p>	
Work placement	Not applicable	

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