

**Subject card**

<b>Subject name and code</b>	Marketing Communication, PG_00119320						
<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>	full-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>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Zakład Strategii Marketingowych -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Marcin Krzaczek				
	<b>Teachers</b>		dr Marcin Krzaczek				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
	Additional information: <ul style="list-style-type: none"> <li>• case studies</li> <li>• conversational lectures</li> <li>• lectures with multimodal presentations</li> <li>• discussion</li> </ul>						
<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>	15		0.0		0.0	15
<b>Subject objectives</b>	After concluding the course, the student should be able to:  - 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_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
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	<p>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</p> <p>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</p>	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] 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_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

Subject contents	<p>1. Characteristics of marketing communication</p> <p>goals functions strategies elements recipients</p> <p>2. Brand management</p> <p>brand concept elements of brand management brand building strategy</p> <p>3. Advertising</p> <p>characteristics of the advertising market advertising goals, functions and strategies advertising in new media assessment of the effectiveness and efficiency of activities</p> <p>4. Promotion</p> <p>characteristics and functions of promotion sales promotion merchandising Loyalty programs</p> <p>5. Public Relations</p> <p>characteristics functions tools</p> <p>6. Sponsorship</p> <p>characteristic goals and functions types tools</p>											
Prerequisites and co-requisites	Basic knowledge of marketing - definitions of concepts, elements of the marketing mix: advertising, promotion, public relations, customer service, sponsorship, online marketing. Communicative knowledge of English, including business English concepts.											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1442 794 1469">Subject passing criteria</th> <th data-bbox="801 1442 1139 1469">Passing threshold</th> <th data-bbox="1145 1442 1473 1469">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1473 794 1500">lecture activities</td> <td data-bbox="801 1473 1139 1500">51.0%</td> <td data-bbox="1145 1473 1473 1500">10.0%</td> </tr> <tr> <td data-bbox="456 1505 794 1532">final test</td> <td data-bbox="801 1505 1139 1532">51.0%</td> <td data-bbox="1145 1505 1473 1532">90.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	lecture activities	51.0%	10.0%	final test	51.0%	90.0%
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lecture activities	51.0%	10.0%										
final test	51.0%	90.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Komunikacja marketingowa, collective work under the editorship of Macieja Rydel, ODDK, Gdańsk 2001;</p> <p>Philip Kotler, Marketing: analiza, planowanie, wdrażanie i kontrola, Felberg SJA, Warsaw 1999;</p> <p>Maciej Rydel, Podręczny leksykon promocji: public relations, reklama, akwizycja, sales promotion (b.w.s.), merchandising, GFKM, Gdańsk 1998.</p> <p>Marcin Krzaczek, Sztuka gry na ludzkiej próżności, Gazeta Bankowa, April 2010.</p> <p>Podstawowe <a href="https://www.iab.org.pl/aktualnosci/raport-strategiczny-internet-2023-2024-iab-polska-juz-dostepny/">https://www.iab.org.pl/aktualnosci/raport-strategiczny-internet-2023-2024-iab-polska-juz-dostepny/</a> - Strategic Report - Internet 23/24 Adresy na platformie eNauczanie:</p>										

Example issues/ example questions/ tasks being completed	Creating a promotional campaign for the selected company.  Carrying out the branding process for the selected brand.
Work placement	Not applicable

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