

Subject card

Subject name and code	Product, Brand and Pricing Policy, PG_00119323						
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			1.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers		dr Anna Sperska				
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						
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	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_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	Student uses his theoretical knowledge in the field of marketing to analyze and asses of the functioning of economic entities on the international market in terms of managing the product range and brand and conducting pricing policy	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[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_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	[SK1] oral statement/conversation/discussion [SK2] 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
Subject contents	<p>Tutorials:</p> <ol style="list-style-type: none"> 1. Product sales strategy - role and scope, strategic goals and operational goals in the sales area 2. Differentiating the offer depending on customer segments 3. Sales channels, multi-channel strategies, selection and evaluation of sales channels 4. Sales process and sales structure: importance of the sales process, sales process design, process efficiency, sales process and customer segmentation 5. Pricing strategies, price band, price cascade, product margins at various levels of cost allocation, discounts and bonuses, margin management 6. Sales planning, sales cost budget, goals and commercial activities 7. Evaluation of sales activities and increasing sales effectiveness 		
Prerequisites and co-requisites	Basics of marketing management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	60.0%
	Group presentation	51.0%	40.0%

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. http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017.</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	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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