

Subject card

Subject name and code	Marketing in Green Business, PG_00081005						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026				
Education level	Master's studies	Subject group					
Mode of study	full-time studies	Mode of delivery	at the university				
Year of study	2	Language of instruction	Polish				
Semester of study	4	ECTS credits	2.0				
Learning profile	academic	Assessment form	credit				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor	dr Dominik Aziewicz					
	Teachers	dr Dominik Aziewicz					
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	<p>A subject that in a very practical way will introduce concepts such as the formation of a product in eco-business, price and distribution, promotion in eco-business, etc. There will also be a discussion of the company's presence on the Internet and its most effective use by companies offering organic products. Exercises, students will prepare a marketing plan for the created organic enterprise ecological.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student is able to identify the risks associated with the international activities of enterprises and correctly identify their consequences and methods of mitigation, with the skillful use of theory, with the application of an appropriate research method	[SU8] observation of student's independent or team work
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	The student is able to plan a commercial transaction on the international market and manage the its implementation, conduct effective negotiations, analyze and critically evaluate the course of the transactions	[SW4] test/exam - oral or written
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	Student posiada dogłębną wiedzę o człowieku jako jednostce podejmującej decyzje ekonomiczne, działającego w strukturach społecznych i jednostkach organizacyjnych, w szczególności zwłaszcza w przedsiębiorstwach działających na rynku międzynarodowym	[SU8] observation of student's independent or team work
	[BiTEMU2_K03] is able to properly define priorities and plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student is able to use rules and standards concerning business in order to solve complex and unusual problems arising from international economic cooperation economic	[SK8] observation of student's independent or team work
	[BiTEMU2_W01] describes the relationship between economics and ecological technology, their place in the system of social and exact sciences	Students can creatively interpret and explain complex and unusual economic phenomena and the relations between them, using his/her knowledge of of economics, finance and international economic relations	[SW5] implementation of a problem task
	[BiTEMU2_K06] can think and act in an entrepreneurial way and communicate skillfully with the environment; adapts to new situations and conditions, takes up new challenges of creative thinking, acquires resistance to failure	Students are able to make observations, assess and critically analyze the causes and course of processes and phenomena occurring in the open economy, is able to formulate own opinions on the subject, interpret the statistical data necessary in this regard and economic indicators, as well as forecast economic processes and phenomena with the using advanced methods and tools applied in economic sciences economic sciences	[SK8] observation of student's independent or team work
	[BiTEMU2_K02] is able to cooperate and work in a group, assuming responsible roles	The student is able to independently supplement and improve the acquired knowledge and skills economic. He understands the need for lifelong learning and tends to interact with other participants in the learning process. The student is able to correctly identify and resolve complex dilemmas related to the performance of the profession and is able to think and act in an entrepreneurial manner. He understands the need to be guided business ethics and corporate social responsibility in professional life, respect for others.	[SK8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_K04] by participating in the preparation of economic and social projects, he is able to reconcile legal, economic, ecological, political, and social requirements	The student has an in-depth knowledge of man as an individual making decisions economic, acting in social structures and organizational units, in particular especially in enterprises operating on the international market	[SK8] observation of student's independent or team work
	[BiTEMU2_W08] describes the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	The student is ready to critically evaluate the level of his/her knowledge, skills and professional competence in the the area of international economic relations	[SW5] implementation of a problem task
	[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them	The student is ready to Identify independently, diagnose and responsibly resolution of dilemmas and different variants of solutions related to the exercise of profession and the development of professional achievements	[SW5] implementation of a problem task
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	He has the ability to prepare written works using basic theoretical approaches, principles of collecting various data sources, their description and interpretation and inference on the basis of scientific literature on selected issues in the International economic relations. He is able to prepare speeches and oral presentations, correctly using specialized concepts from the the field of ecological business	[SU8] observation of student's independent or team work
Subject contents	<p>1. organic market participants - reasons for segmentation of the organic market, segmentation of customers of organic products, characteristics of customers, indicator of relative and absolute market dynamics, statistics on users of organic products.2. product formation in organic business - product: structure and classification of products from the point of view of ecology (examples), SWOT analysis, PEST and Porter's five forces.3. price and distribution in organic business - price: methods of determining the price of organic products, factors affecting price differentiation of organic products, characteristics of product prices in the organic market organic (examples); distribution - distribution planning, functions and participants of distribution channels in the market organic products.4. shaping elements of promotion in organic business - designing an effective promotional campaign of the enterprise, promotional strategies, functions and instruments used in the promotion of the offer of the enterprise taking into account ecology in its activities, indicators of effectiveness and efficiency of advertising and forms of advertising of an ecological product organic, forms and ways of implementation and features of public relations in the market of organic products (examples), goals and ways of implementation of sponsorship in the market of organic products, criteria for the division of sponsorship (examples), features and tools of complementary promotion used in the market of organic products (examples), sales promotion against other instr</p>		
Prerequisites and co-requisites	<p>Knowledge covering the range of elements of marketing strategy in the enterprise and also the elements of the environment of the enterprise. The ability to make inferences and think logically.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%

Recommended reading	Basic literature	1. S. Zaremba-Warnke, Marketing Ekologiczny, Uniwersytet Ekonomiczny We Wrocławiu 2009 2. A. Leszczyńska, Absorpcja innowacji ekologicznych w przedsiębiorstwie, UMCS, 2011 3. Marketing wartości społecznych, [w:] Człowiek i społeczeństwo, (red.) W. Domachowski, Wydawnictwo Naukowe UAM, 2003 4. B. Piłarczyk, R. Nestorowicz, Marketing ekologicznych produktów żywnościowych, Wolters Kluwer, 2010 5. A. Rudnicka, CSR doskonalenie relacji społecznych w firmie, Wolters Kluwer, 2012
	Supplementary literature	1. M. A. Leśniewski, Ekorozwojowe źródła konkurencyjności gmin w Polsce, CeDeWu, 2013 2. L. Chris, Firma zrównoważonego rozwoju, EMKA, 2008 3. Wspólna odpowiedzialność. Rola marketingu, (red.) N. Ćwik, Forum Odpowiedzialnego Biznesu, 2012 4. J. Adamczyk, Społeczna odpowiedzialność przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, 2009 5. J. Nakonieczna, Społeczna odpowiedzialność przedsiębiorstw międzynarodowych, Wydawnictwo Difin, 2008 6. P. Bryła, Marketing regionalnych i ekologicznych produktów żywnościowych, Wydawnictwo Uniwersytetu Łódzkiego 2015 7. P. Bryła, Wybrane aspekty strategii marketingowej dystrybutora zdrowej żywności - studium przypadku sklepu Słoneczko w Łodzi, Marketing i Zarządzanie 2016; 3 (44) 8. P. Bryła, Strategia marketingowa producenta żywności ekologicznej - studium przypadku firmy Eko Ar, Handel Wewnętrzny 2018; 2 (373)
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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