

**Subject card**

<b>Subject name and code</b>	Marketing, PG_00129802						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>					
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish English 100%		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Konewka				
	<b>Teachers</b>		dr Tomasz Konewka				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: lectures with multimedia presentations						
<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>	30		5.0		15.0	50
<b>Subject objectives</b>	Presenting the company's possibilities of operating in an international environment using various marketing tools. Presenting the possibilities of marketing management of a company in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	student knows and understands fundamental concepts and terminology of international business	[SW1] oral statement/ conversation/discussion
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	student is able to think and act in an entrepreneurial manner	[SK1] oral statement/conversation/ discussion
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	student is able to work individually and within teams, also of interdisciplinary character	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	student knows and understands methods and selected research methods and tools	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	the student is ready to perform his professional role in a responsible manner	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[IBL3_U06] can communicate using the terminology of international business	the student is able to communicate using the terminology of international business	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task

Subject contents	1. INTERNATIONAL MARKETING ENVIRONMENT
	Value added by marketing. Customer needs. Mega trends in market competition. Porters model of 5 forces of competition.
	2. MARKET SEGMENTATION
	Market segments. Segmentations bases. Market selection procedures. Target groups. The concept of market niche.
	3. COMPETITIVE STRATEGIES
	The concept of Marketing Mix. SWOT analysis. Ansoff Matrix of market expansion strategies.
	4. PRODUCT STRATEGY
	Product development. Product-mix decisions. Stages of product life cycle. BCG matrix. Standarization vs. adaptation in international environment.
	5. BRANDING STRATEGY
	Branding on a global scale. Company culture and style. Building the company's image. Brand positioning. Brand value determinants. Customer loyalty / brand loyalty / loyalty stages.
6. BRAND ARCHITECTURE	
Umbrella brand vs multibranded products. Brand positioning. Branding dilemmas in M&A transactions. Distributors brands.	
The concept of private label. Local vs. international brands.	
7. DISTRIBUTION STRATEGY	
Distribution channels. Direct vs indirect distribution. Growing role of the retailers. New trends in on-line distribution.	
8. PRICING STRATEGY	
Factors influencing pricing policy. Fixed and variable costs. Pricing strategies: economy, penetration, market skimming and permium pricing.	
9. MARKETING OF SERVICES	
Intangible nature of services. 7P marketing mix. Customer loyalty and loyalty programms. Net Promoter Score.	
10. MARKETING COMMUNICATION	
Communication strategy. Communication mix. Media selection. Unique Selling Proposition. Stages in advertising campaign.	

	11. PUBLIC RELATIONS AND SALES PROMOTION		
	Advertising vs Public Relations. Examples of effective PR campaigns. Sales promotion techniques. Social media as a marketing communication channel.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature	A.1. used during classes  1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.  2. P. Doyle, Value Based Marketing, Wiley&Sons, 2000.  A.2. self-study literature  1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.	
	Supplementary literature	1. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.  2. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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