

Subject card

Subject name and code	Marketing, PG_00129803						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
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	2	Language of instruction			Polish English 100%		
Semester of study	3	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		5.0		15.0	50
Subject objectives	The aim of this course is to make students familiar with the contemporary mechanisms of marketing and market competition.						

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	The student can communicate using the terminology of marketing and market competition.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[IBL3_U06] can communicate using the terminology of international business	The student can communicate using the terminology of marketing.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[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	The student is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	The student knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to marketing.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	The student is ready to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[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, observing business ethics and business standards in the work environment.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report	
Subject contents	<p>1. Defining marketing. Definition of marketing. Company orientations toward the marketplace. Marketing environment.</p> <p>Marketing management. Marketing mix. Non-profit marketing, B2C Marketing, B2B Marketing.</p> <p>2. Marketing management. Business mission, Company goals. SWOT analysis, PEST analysis. Business plan, marketing plan. DMU.</p> <p>3. Segmentation. Segmentation criteria. B2C Market segmentation. B2B Market Segmentation. Marketing mix (4P). Decision Making Unit.</p> <p>4. Product. Product definition. Product strategy. Product life cycle. BCG Matrix. Brand equity. Brand positioning. Test</p> <p>5. Segmentation of international markets. Entry modes</p> <p>6. Promotion measures. Brand awareness, GRP, OTH, OTS, reach, Frequency, CPT, CPP, SOV.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group presentation	51.0%	30.0%
	Test	51.0%	70.0%
Recommended reading	Basic literature	<p>1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012 or any edition dated after 2012.</p> <p>2. P. Doyle, Value Based Marketing, Wiley&Sons, 2000.</p>	

	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 eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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