

Subject card

Subject name and code	Marketing of Innovation, PG_00135899						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			6.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Anna Młynkowiak-Stawarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	6.0	0.0	0.0	0.0	6
	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	6		0.0		0.0	6
Subject objectives	Understanding the essence of innovation and its implementation in the market with the support of marketing activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	The student knows the concepts related to innovation. The student is familiar with marketing tools that support innovation in the market and can characterize individual instruments of the marketing mix dedicated to innovations. The student defines the process of innovation creation and marketing support.	[SW1] oral statement/ conversation/discussion
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	He/She is able to apply marketing support for innovation in practice.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work [SK8] observation of student's independent or team work
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	He/She takes on the assigned role within the activities of the working group. He/She is responsible for the assigned tasks and ensures harmonious cooperation with other team members.	[SK3] text preparation/written work [SK8] observation of student's independent or team work
	[ZARZMU2_U02] The student can use the legal acts to regulate the formal and legal organization of the establishment and operation of enterprises in Poland in an in-depth way.	He/She is able to interpret the obtained results and present them in the form of reports.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	He/She is able to construct the necessary marketing tools for innovation. He/She knows how to apply the appropriate marketing instruments for innovation.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	He/She is able to properly carry out the process of innovation creation.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU6] demonstration of practical skills	
Subject contents	<ol style="list-style-type: none"> The essence of innovations Classification of innovation Consumers of product innovations Application of marketing tools in supporting product innovations Designing marketing strategies to support the commercialization of product innovations Evaluation of the effectiveness of innovation implementation. 		
Prerequisites and co-requisites	Knowledge of basic marketing tools.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	51.0%	50.0%
	essey	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> Boguski, J. (2016). Marketing innowacji: kreowanie innowacyjnych produktów i usług na potrzeby rynku. Warszawa: Oficyna Graficzno-Wydawnicza Typografia Rutkowski, I. R. (2016). Metody innowacji produktu, macierzowo-sieciowe metody pomiaru dojrzałości procesu innowacji produktu. Poznań: UEP Wirkus, M., Lis, A. (red). (2015). Planowanie i rozwój nowych produktów, aspekty strategiczne, techniczne, marketingowe. Warszawa: CeDeWu 	
	Supplementary literature	<ol style="list-style-type: none"> <i>Innowacje a strategie marketingowe przedsiębiorstw</i>, Dorota Potwora i Witold Potwora, Difin, 2020 <i>"Strategie i modelowanie rozwoju produktów innowacyjnych"</i> Stanisław Łobejko, Dariusz Piinta, Alicja Sosnowska, PWE, Warszawa, 2019 	

	eResources addresses	<p>Podstawowe</p> <p>https://iprutkowski.pl/wp-content/uploads/2017/07/Rutkowski-Ireneusz-Metody-Innowacji-Produktu.pdf - Rutkowski, I. R. (2016). Metody innowacji produktu, macierzowo-sieciowe metody pomiaru dojrzałości procesu innowacji produktu. Poznań: UEP</p> <p>Adresy na platformie eNauczenie:</p>
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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