

Subject card

Subject name and code	Marketing, PG_00136540						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	undergraduate 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	3	ECTS credits			5.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers		dr Tomasz Dryl				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		0.0		0.0	30
Subject objectives	The objective of the course is to introduce students to marketing theory, scientific methods, and the latest concepts of marketing as a management approach, as well as to provide students with theoretical knowledge and practical skills necessary for planning, implementing, and evaluating marketing strategies in various business contexts. Students will become familiar with key marketing concepts such as market analysis, customer segmentation, pricing strategies, promotion, distribution, and brand building and management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U02] The student is able to correctly use the legal acts regulating the sphere of formal and legal organization of the establishment and operation of enterprises in Poland.	Is able to correctly use the basic legal acts regulating the sphere of marketing organization.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	Has advanced knowledge of the enterprise's marketing environment, its factors and changes taking place in this area, as well as the relationship, importance and impact of the marketing environment and stakeholders on the functioning of the enterprise's marketing. Knows advanced methods of diagnosing the macro- and micro-marketing environment of an organization	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_W02] The student knows the relationships between the disciplines of the social sciences that are crucial to understanding the nature of economic processes.	Knows the relationships between marketing and other social science disciplines, which are crucial for understanding the essence of marketing of economic processes	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_K04] The student is aware of the need to resolve dilemmas related to the profession. He correctly identifies them.	Is aware of the need to resolve marketing-related dilemmas. Identifies them correctly.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Is able to search for necessary information in the process of making rational marketing decisions of an operational and strategic nature in enterprises in the area of organizational marketing.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[ZARZL3_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.	Is aware of the need to supplement and expand the acquired knowledge and skills in marketing, and tries to interdisciplinarily combine marketing knowledge with other disciplines.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written	
Subject contents	<p>1. The essence of marketing, needs, consumption 2. Marketing environment of the organization, stakeholders 3. Consumer behavior on the market 4. Social media marketing, internet communication 5. Market segmentation, positioning 6. Marketing mix instruments - concepts of new marketing tools 7. Marketing research 8. Marketing of industrial goods and services 9. Marketing of services 10. Marketing management</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%

Recommended reading	Basic literature	<p>W. Dryl, T. Dryl, U. Kęprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023</p> <p>G. Armstrong, P. Kotler, Marketing. Wprowadzenie, PWN Warszawa 2018</p> <p>H. Kartayaja, I. Setiawan, P. Kotler, Marketing 6.0, MT Biznes 2024</p> <p>H. Kartayaja, I. Setiawan, P. Kotler, Marketing 4.0, MT Biznes 2018</p>
	Supplementary literature	<p>W. Dryl, Audyt marketingowy, CeduWu, Wyd. II, Warszawa 2018</p> <p>H. Kartayaja, I. Setiawan, P. Kotler, Marketing 3.0, MT Biznes 2012</p> <p>H. Kartayaja, I. Setiawan, P. Kotler, Marketing 5.0, MT Biznes 2021</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>sample issues:- list the features of marketing communication in social media,- list the levels of product structure,- provide the definition of holistic marketing</p>	
Work placement	Not applicable	

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