

Subject card

Subject name and code	Marketing, PG_00136541						
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			0.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers		mgr Zuzanna Minga				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	18.0	0.0	0.0	0.0	18
	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	18		0.0		0.0	18
Subject objectives	The aim of the course is to familiarize students with marketing theory, scientific methods and the latest concepts of marketing as a management concept, as well as to provide students with theoretical knowledge and practical skills necessary to plan, implement and evaluate marketing strategies in various business contexts. Students will learn 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_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 dilemmas related to marketing. Correctly identifies them	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[ZARZL3_W02] The student knows the relationships between the disciplines of the social sciences that are crucial to understanding the nature of economic processes.	Understands the relationships between marketing and other disciplines of social sciences, which are crucial for understanding the essence of marketing processes in economics.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	He is aware of the necessity supplementing and expanding acquired knowledge and skills from marketing, he tries combine knowledge interdisciplinary in marketing with others disciplines	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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.	Can search for necessary items information in the process making rational decisions marketing decisions o operational nature and strategic in enterprises in the area organizational marketing	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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 organizational marketing.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
[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 about the marketing environment of the company, its factors and the changes occurring in this area, as well as about the relationships, significance, and impact of the marketing environment and stakeholders on the functioning of the company's marketing. Knows advanced methods of diagnosing the macro- and micro-environment of marketing organizations.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task	
Subject contents	<ol style="list-style-type: none"> 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, marketing processes 6. Marketing mix instruments - concepts of new marketing tools 7. Marketing research 8. Brand management 9. Services marketing 10. Marketing management 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	poprawność merytoryczna, zgodność z wymaganiami, samodzielność wykonania,	51.0%	100.0%
Recommended reading	Basic literature	W. Dryl, T. Dryl, U. Kępcowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 G. Armstrong, P. Kotler, Marketing. Wprowadzenie, PWN Warszawa 2018 H. Kartayaja, I. Setiawan, P. Kotler, Marketing 6.0, MT Biznes 2024 H. Kartayaja, I. Setiawan, P. Kotler, Marketing 4.0, MT Biznes 2018	
	Supplementary literature	W. Dryl, Audyt marketingowy, CeduWu, Wyd. II, Warszawa 2018 H. Kartayaja, I. Setiawan, P. Kotler, Marketing 3.0, MT Biznes 2012 H. Kartayaja, I. Setiawan, P. Kotler, Marketing 5.0, MT Biznes 2021	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	Design:- market analysis of the organization's environment,- product structure analysis,- social media campaign brief
Work placement	Not applicable

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