

Subject card

Subject name and code	Marketing concepts of business management, PG_00142487						
Field of study	Sightseeing and Historical Tourism						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Kępczewska				
	Teachers		dr Urszula Kępczewska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	4.0	45.0	64		
Subject objectives	The purpose of the course is to familiarize students with the problems of enterprise management according to the concept of marketing, to present the objectives, methods and techniques of marketing management, to familiarize with management tools and marketing mix tools according to the concept of the new 4Ps: people, processes, programs, achievements.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[KiTHMU2_K06] Recognizes and formulates ethical problems related to professional work and popularization of knowledge	Recognizes and formulates ethical issues related to marketing and marketing management, associated with the work of a manager.			[SK2] presentation/project/paper/report		
	[KiTHMU2_K05] Can think and act in an entrepreneurial manner	Has the ability to think and act in an entrepreneurial way with reference to planning, organizing, and controlling marketing in the company.			[SK2] presentation/project/paper/report		
	[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned	Knows in-depth marketing issues related to managing a tourist company			[SW2] presentation/project/paper/report		
	[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	He knows and understands in depth the marketing issues and management of a company operating in the tourist market.			[SW2] presentation/project/paper/report		
	[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing	Correctly applies in speech and in writing marketing terminology in the context of business management.			[SU2] presentation/project/paper/report		

Subject contents	The essence of tourism service marketing; The process of marketing planning in a tourism enterprise; Formulating a marketing strategy (market analysis, market segmentation); Customer behavior in the tourism market; Tourism product (types, brand, quality of tourism services); Pricing strategies and methods of price determination; Distribution planning (distribution channels); Promotion of the tourism product (strategies, tools); Personnel as an element of the marketing strategy.		
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	<ul style="list-style-type: none"> • M. Johann, Strategie marketingowe w turystyce, Difin, Warszawa 2009 • W.Dryl, T. Dryl, U.Kępczewska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 • red. M.Czerska, A.Szpitter, Koncepcje zarządzania.podręcznik akademicki, Beck Warszawa 2010 • A. Oleksiuk, Marketing usług turystycznych, Difin, Warszawa 2009 • A. Panasiuk, Rynek turystyczny. Struktura, procesy, tendencje, Difin, Warszawa 2019 	
	Supplementary literature	<ul style="list-style-type: none"> • A. Czubała, R. Niestrój, A. Pabian, Marketing w przedsiębiorstwie - ujęcie operacyjne, Warszawa 2020. • red. A. Panasiuk, Marketing usług turystycznych, PWN, Warszawa 2007. 	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	design brand promotion activities in social media		
Work placement	Not applicable		

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