

**Subject card**

<b>Subject name and code</b>	Strategic and marketing management, PG_00146883						
<b>Field of study</b>	Genetics and Experimental Biology						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	1	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Renata Płoska				
	<b>Teachers</b>		dr Renata Płoska				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		3.0		7.0	25
<b>Subject objectives</b>	To familiarise students with the key issues in strategic and marketing management, including methods of analysing the environment and the potential of the enterprise and the tools of marketing strategy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[GBEL3_U04] Capable of reading scientific texts in English and Polish with comprehension, synthesizing the knowledge contained within them, preparing well-documented studies on biological issues, as well as those related to research commercialization.	Is able to describe the specifics of marketing and strategic management activities, including in the area of new technology and product development.	[SU1] oral statement/conversation/discussion
	[GBEL3_W11] legal, organizational, and ethical considerations in conducting and implementing research in the field of genetics and experimental biology.	Has knowledge of the company's business and marketing strategy, including the company's research and development activities and their determinants.	[SW4] test/exam - oral or written
	[GBEL3_K03] Thinking and acting in an entrepreneurial manner.	Is ready to apply his knowledge of strategic and marketing management in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion
	[GBEL3_K01] The utilization of theoretical knowledge in laboratory and production practice.	Is ready to put knowledge of strategic and marketing management into practice.	[SK1] oral statement/conversation/discussion
	[GBEL3_U08] Independently study literature and plan one's own career path.	Is able to study the literature on the subject independently and use the knowledge gained in statements on strategic and marketing management.	[SU1] oral statement/conversation/discussion
[GBEL3_W10] principles of research commercialization, intellectual property protection, and technology transfer.	Has knowledge of innovation processes in the company, new product development activities, their importance and principles of conduct.	[SW4] test/exam - oral or written	
Subject contents	Strategic management - essence, elements, stages. Strategic analysis. Strategic planning. Strategy implementation and strategic control. Marketing management - essence. Contemporary trends in marketing. Purchaser behaviour in the market. Target market selection. Product strategies. Pricing strategies. Distribution strategies. Promotion strategies. Personnel as part of the marketing strategy.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	<p>M. Romanowska, Planowanie strategiczne w przedsiębiorstwie [Strategic planning in a company], PWE 2017.</p> <p>K. Obłój, Strategia organizacji [The organisation's strategy], PWE 2014.</p> <p>P. Kotler, G. Armstrong, Marketing. Wprowadzenie [Marketing. An introduction], Wydawnictwo Nieoczywiste, 2012.</p>	

	Supplementary literature	<p>K. Janasz, W. Janasz, K. Kozioł, K. Szopik, Zarządzanie strategiczne: koncepcje, metody, strategie [Strategic management: concepts - methods - strategies], Difin 2008.</p> <p>M. Sławińska, H. Mruk, B. Pilarczyk, Marketing: koncepcje, strategie, trendy [Marketing: concept, strategies, trends], UE Poznań 2015.</p> <p>W. Wrzosek (red.), Strategie marketingowe [Marketing strategies], SGH Warszawa 2001.</p> <p>R. Płoska, Zasoby znaczenie i klasyfikacja [Resources - importance and classification], [w] P. Antonowicz (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020</p>
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	<p>Stages of strategic management.</p> <p>Macro-environment analysis.</p> <p>Analysis of micro-environment.</p> <p>Analysis of strategic potential.</p> <p>SWOT analysis.</p> <p>Development strategies.</p> <p>Business level strategies.</p> <p>New product development.</p> <p>Technology life cycle.</p> <p>Promotion instruments.</p>	
Work placement	Not applicable	

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