

Subject card

Subject name and code	Strategic Marketing, PG_00155362						
Field of study	Management						
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 Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		4.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Dziadkiewicz				
	Teachers		dr hab. Anna Dziadkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		21.0		49.0	100
Subject objectives	1. Understand the role of strategic marketing in the overall business strategy. 2. Analyze market opportunities and threats through various marketing frameworks. 3. Develop and evaluate marketing strategies that align with business objectives. 4. Apply strategic marketing tools and concepts to real-world business scenarios. 5. Enhance decision-making skills in marketing strategy formulation and implementation. 6. Assess the impact of digital transformation on marketing strategy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	The student is able to analyse the marketing environment of the enterprise, has an extended knowledge of relationship marketing and the impact of the environment and stakeholders on the functioning of the enterprise.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[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.	The student is aware of the expansion of his/her knowledge and skills in marketing and tries to combine this knowledge with other fields of study.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[ZARZMU2_W02] The student has an expanded knowledge of the relationship between the disciplines of the social sciences crucial to understanding the essence of economic processes.	The student has an understanding of the interaction between marketing and other social sciences, which is key to understanding the effectiveness of marketing strategies.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student is able to search for the information necessary to make rational decisions on strategic marketing, at the strategic level in enterprises.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	The student understands the need to make decisions related to the execution of marketing activities. Correctly identifies and solves problems related to the implementation of marketing strategies.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[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.	Student is able to use marketing tools for the operation of enterprises in Poland.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
Subject contents	1. Introduction to Strategic Marketing 2. Market Analysis 3. Strategic Marketing Planning 4. Brand Strategy 5. Product and Service Strategy 6. Pricing Strategy 7. Distribution and Channel Strategy 8. Promotion and Communication Strategy 9. Global Marketing Strategy 10. Marketing Metrics and Performance Evaluation		
Prerequisites and co-requisites	The student should have knowledge of key marketing concepts, theories and tools. In addition, he/she should have knowledge of the basics of management, including strategic management. He or she should also have the skills of teamwork and communication, both written and oral, which are crucial in carrying out strategic projects and presenting the results of analyses. As the subject will be taught in English, the student should be able to use this language at least at a communicative level.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	60.0%	40.0%
	class attendance	80.0%	20.0%
	two written essays	60.0%	40.0%
Recommended reading	Basic literature	1. Drummond, G., Ensor, J., Ashford, R. (2008). Strategic marketing : planning and control, Amsterdam ; London: Butterworth-Heinemann (open access via the library of UG account)	
	Supplementary literature	1. Tomczak, T., Reinecke, S., Kuss, A. (2018). Strategic Marketing: Market-Oriented Corporate and Business Unit Planning, Wiesbaden: Springer Fachmedien Wiesbaden. 2. Adhikari, A. (Ed.) (2018). Strategic Marketing Issues in Emerging Markets, Singapore; Springer. 3. Materials prepared by the lecturer.	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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