

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                                                                      |            |     |
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| Subject name and code                       | Marketing II, PG_00155527                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                      |            |     |
| 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<br>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                 |                                     | Polish                                                                                                               |            |     |
| Semester of study                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | ECTS credits                            |                                     | 2.0                                                                                                                  |            |     |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 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                                                       |                                         | 11.0                                |                                                                                                                      | 24.0       | 50  |
| Subject objectives                          | The aim of course is 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. Additionally, this subject aims to develop the ability to think analytically and make decisions based on market data, taking into account business ethics and corporate social responsibility. |                                                          |                                         |                                     |                                                                                                                      |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                       | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of verification            |
|                                 | [ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.                                                                                                                                                                                                                                                                          | Can search for detailed marketing information in the process of making rational and complex marketing decisions of operational and strategic nature in enterprises.                                                                                                                                                                                                                                                                                                                                                                 | [SU4] test/exam - oral or written |
|                                 | [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.                                                                                                                                                                                                                                                       | Can operate in a comprehensive way with legal acts regulating the sphere of marketing organization and legal aspects of marketing functioning of enterprises in Poland                                                                                                                                                                                                                                                                                                                                                              | [SU4] test/exam - oral or written |
|                                 | [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.                                                                                                                                                                            | Is aware of the need to supplement and expand the acquired knowledge of marketing and skills, strives to interdisciplinarily connect knowledge from marketing and various other fields and disciplines.                                                                                                                                                                                                                                                                                                                             | [SK4] test/exam - oral or written |
|                                 | [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.                                                                           | Has extensive knowledge of the marketing environment of the company, its factors and changes occurring in this area, as well as of the relationships, significance, and impact of the marketing environment and stakeholders on the functioning of the company. Possesses broad knowledge in the field of tools for diagnosing the macro- and micro-environment of the organization's marketing.                                                                                                                                    | [SW4] test/exam - oral or written |
|                                 | [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.                                                                                                                                                                                                                                                   | It has an expanded knowledge about the relationships between marketing and other disciplines of social sciences, which are crucial for understanding the essence of economic processes.                                                                                                                                                                                                                                                                                                                                             | [SW4] test/exam - oral or written |
| Subject contents                | <ol style="list-style-type: none"> <li>1. Marketing in the organization. Functional relations of marketing.</li> <li>2. Marketing process management</li> <li>3. New marketing mix concepts</li> <li>4. Marketing automation. Marketing in social networks. SEM marketing, SEO.</li> <li>5. Creating value.</li> <li>6. Strategic brand management</li> <li>7. Socially responsible marketing</li> <li>8. Marketing audit</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |
| 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"> <li>• W. Dryl, T. Dryl, U. Kęprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023</li> <li>• G. Armstrong, P. Kotler, Marketing. Wprowadzenie, PWN Warszawa 2018</li> <li>• H. Kartayaja, I. Setiawan, P. Kotler, Marketing 6.0, MT Biznes 2024</li> <li>• H. Kartayaja, I. Setiawan, P. Kotler, Marketing 4.5, MT Biznes 2021</li> <li>• K. Keller, Strategiczne zarządzanie marką, Wolters Kluwer, Warszawa 2011</li> <li>• W.Dryl, Audyt marketingowy, CeduWu, Wyd. II, Warszawa 2018</li> </ul> |                                   |

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|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature                                                                                                                                             | <ul style="list-style-type: none"> <li>• P. Kotler, K. L. Kelle, Marketing Management, 16th Edition, Pearson, 2021</li> <li>• P. De Pelsmacker, M. Geuens, J. Van Den Bergh, Marketing Communications. A European Perspective, 7th edition, Pearson 2021</li> <li>• D. Chaffey, F. Ellis-Chadwick, Digital Marketing, 8th Editon, Pearson 2022</li> </ul> |
|                                                                | eResources addresses                                                                                                                                                 | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                          |
| Example issues/<br>example questions/<br>tasks being completed | <ul style="list-style-type: none"> <li>• list the elements of holistic marketing,</li> <li>• list the elements of the CSR pyramid according to A. Carroll</li> </ul> |                                                                                                                                                                                                                                                                                                                                                           |
| Work placement                                                 | Not applicable                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                           |

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