

Subject card

Subject name and code	Legal and Ethical Aspects of Marketing, PG_00155653						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Robert Bęben				
	Teachers						
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 the course is to familiarize students with the basic legal and ethical standards regarding planning and conducting marketing activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 is able to take a position on issues that may constitute moral dilemmas related to conducting marketing activities and assess the potential consequences of the decisions taken.	[SK1] oral statement/conversation/discussion
	[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 indicate and interpret selected regulations concerning the marketing activities of the enterprise.	[SU4] test/exam - oral or written
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	The student knows the principles of industrial property law, copyright law and other legal acts that are important for the ethical and legal conduct of marketing activities	[SW4] test/exam - oral or written
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	The student is able to indicate the method of securing industrial property rights commercialized on European and global market	[SW4] test/exam - oral or written
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	The student is aware of the evolution of legal, social and moral norms and is able to refer to the observed changes.	[SK1] oral statement/conversation/discussion
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	The student is able to assess the economic and social consequences of making unethical or illegal business decisions.	[SU1] oral statement/conversation/discussion
Subject contents	1. ethics and morality - introduction, 2. act on copyright and related rights and act on industrial property law - selected issues 3. ethical problems related to shaping marketing instruments and making management decisions 4. selected legal aspects of conducting marketing activities (image protection, personal data protection, transfer pricing, consumer rights protection, etc.) 5. agenda setting theory, 6. NIMBY syndrome, 7. organizations and codes setting standards for marketing activities		
Prerequisites and co-requisites	knowledge of the principles and basic instruments of marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final test	51.0%	100.0%
Recommended reading	Basic literature	1. Katarzyna Grzybczyk, Illustrated Advertising Law, 4th edition, Wolters Kluwer Polska, Warsaw 2020 Jennifer Jackson, Business and Morality, PWN Scientific Publishing House, Warsaw 1999 3. Business, Ethics, Responsibility, scientific ed. W. Gasparski, PWN Professional Publishing House, Warsaw 2013 4. Act of 30 June 2000 - Industrial Property Law (as amended) 5. Act of 4 February 1994 on Copyright and Related Rights (as amended)	
	Supplementary literature	Anna Pluszyńska, Code of ethics and legal regulations, Studia Socialia Cracoviensia 10 (2018) no. 2 (19)	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			

Work placement	Not applicable
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