

Subject card

Subject name and code	Marketing of Innovation, PG_00155656						
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 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	2		Language of instruction		Polish		
Semester of study	4		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 inż. Sylwia Badowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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	Introducing students to the essence of innovation and implementing such solutions on the market with the support of marketing activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 depreciation of knowledge in terms of customer needs and the development of innovations over time and understands the need for lifelong learning and deepening knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others through joint problem-solving in the field of market innovations.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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 has extended knowledge of the organizational and legal forms of creating and operating enterprises and developing various forms of individual entrepreneurship in Poland in the context of developing innovative solutions on the market. The student knows and understands advanced legal concepts, principles standards, and legal regulations regulating the functioning of business entities in the field of research and development and implementation of market innovations.	[SW2] presentation/project/paper/report [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 need to supplement and expand acquired knowledge and skills in the development of innovations in organizations and tries to interdisciplinarily combine knowledge from different fields and disciplines of science to create innovative solutions for the market. He/she is able to inspire others to learn.	[SK5] implementation of a problem task
	[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 detailed information in the process of making rational and complex decisions of an operational and strategic nature in enterprises that influence the development of market innovations in the organization.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	The student is aware of the need to supplement and expand the acquired knowledge and skills in defining, and analyzing solutions in the the wake of implementing innovations in organizations, while simultaneously trying to combine knowledge from various fields and disciplines of science interdisciplinarily. She/he can inspire others to learn.	[SW1] oral statement/conversation/discussion [SW5] 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.	The student has competencies in using legal acts regulating the sphere of the formal and legal organization of establishing and functioning of enterprises in Poland, as necessary to implement marketing tasks.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task

Subject contents	1. The issue of innovation in organizations 2. Classification of innovations and the marketing context 3. Consumers of product innovations 4. Application of marketing tools in supporting product innovations 5. Designing marketing strategies supporting the commercialization of product innovations 6. Evaluation of the effectiveness of implementing innovations		
Prerequisites and co-requisites	Advanced knowledge of marketing information and marketing management instruments is expected.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Implementation of the project and its presentation in the form of a presentation and final report	51.0%	70.0%
	Activity during classes	75.0%	30.0%
Recommended reading	Basic literature	- Marketing nowych technologii i produktów B+R / Dariusz M. Trzmielak, William Bradley Zehner/ Łódź : Wydawnictwo Uniwersytetu Łódzkiego, 2020 - Innowacje i marketing we współczesnych organizacjach : wybrane zagadnienia / redakcja naukowa Leszek Bohdanowicz, Patryk Dziurski., Oficyna Wydawnicza SGH, 2020 - Projektowanie strategii innowacji / Mariusz Sołtysik., Warszawa : Polskie Wydawnictwo Ekonomiczne, 2021 - Metody i techniki projektowania innowacji / Dorota Jelonek, Aleksander Moczala, Warszawa : Państwowe Wydawnictwo Ekonomiczne, 2020	
	Supplementary literature	Metody i techniki projektowania innowacji / Dorota Jelonek, Aleksander Moczala, Warszawa : Państwowe Wydawnictwo Ekonomiczne, 2020	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	A product innovation should be designed for the selected firm.		
Work placement	Not applicable		

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