

Subject card

Subject name and code	Sector-specific Marketing, PG_00155802						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2026/2027	
Education level	undergraduate studies		Subject group			Optional subject group Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			8.0	
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	20.0	12.0	0.0	0.0	52
	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	52		49.0		99.0	200
Subject objectives	The aim of the subject is to introduce students to issues related to industry marketing. The subject program is to enable students to gain knowledge about diverse areas of marketing. They include the characteristics of B2B and B2C marketing, SME marketing, FMCG goods, as well as the specifics of individual industries and dimensions of marketing. These will be the areas of social, cultural, free time, territorial, and political marketing. In the process of education in the subject, the marketing activities of medical entities, entities on the real estate market, industrial entities, financial services, entities in the fashion/beauty industry, and luxury goods will also be characterized. The education in the subject will be complemented by topics of new marketing industries and building a career path in marketing. The objectives of education can be summarized in two dimensions: Familiarizing students with the conditions of marketing in industry markets Presenting students with guidelines for marketing activities in industry markets						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_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.	He is aware of the depreciation of knowledge about organizational marketing over time and understands the need for continuous learning.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_U06] The student is able to forecast and simulate selected economic and social phenomena in relation to macro (economy), as well as micro (enterprise) scale using methods and tools applied in management and quality sciences.	It can forecast and simulate marketing in companies from various industries using marketing methods and tools.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	Has advanced knowledge of the marketing environment of businesses from various sectors, as well as the changes occurring, and insights into the relationships, significance, and impact of the environment and stakeholders on marketing operations across different industries.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZARZL3_W05] The student knows the relationships that occur between organizations (including forms of interaction between business entities in the market) and between the organization and the individual, especially the employee and the customer.	It knows the relationships that exist between the marketing of organizations in various industries and between a company's marketing and people, especially employees and customers.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	Lectures: 1. B2C Marketing vs. B2B Marketing (3h) 2. Social / Non-profit / Political Marketing (4h) 3. Marketing in the Non-profit Area (4h) 4. Political Marketing (2h) 5. Marketing of Financial Institutions (2h) 6. Specificity of Commercial Marketing in Selected Industries (4h) 7. Marketing in Sports (4h) 8. Marketing in the Fashion Industry (2h) 9. Marketing in the Beauty Industry (2h) 10. Marketing of Luxury Goods (4h) 11. Marketing in Tourism (4h) Exercises/Laboratory: 1. Social / Non-profit / Political Marketing (4h) 2. Marketing in the Non-profit Area (2h) 3. Political Marketing (2h) 4. Marketing of Financial Institutions (2h) 5. Specificity of Commercial Marketing in Selected Industries (4h) 6. Marketing in Sports (4h) 7. Fashion Marketing (2h) 8. Beauty Marketing (2h) 9. Luxury Marketing (2h) 10. Tourism Marketing (4h) 11. New Industries from a Marketing Perspective (2h) 12. Marketing Career - Career Paths (4h) 13. Industry Marketing Project (6h)		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	laboratory tasks	51.0%	20.0%
	project	51.0%	40.0%
	exam	51.0%	40.0%

Recommended reading	Basic literature	1. Armstrong G., Kotler P., Keller K., Marketing. Wprowadzenie, wyd. Nieoczywiste 2022. 2. W.Dryl, T. Dryl, U. Kępcowska, Nowe 4P marketingu, CeDeWu 2023. 3. Szromnik A., Marketing terytorialny: miasto i region na rynku, Oficyna Wolters Kluwer, Warszawa 2016. 4. Jeziński M. (red.), Marketing polityczny w poszukiwaniu strategii wyborczego sukcesu, Dom Wydawniczy "Duet", Toruń 2014. 5. Serwański T., Marketing kulturowy. Społeczno-kulturowe aspekty komunikacji marek w Polsce, PWE Warszawa 2022 6. Kall J. i in., Marka modowa. Jak zrozumieć konsumenta mody i stworzyć markę szytą na miarę? PWE Warszawa 2019. 7. Sznajder A., Marketing sportu, PWE Warszawa 2015. 8. Golik-Górecka G., Marketing business to business, Difin, Warszawa, 2004.
	Supplementary literature	Kotler P., Keller, K., Marketing, Rebis 2012
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	- specifics of marketing cultural institutions - luxury goods marketing tools	
Work placement	Not applicable	

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