

Subject card

Subject name and code	Marketing Design, PG_00156037						
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		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			3.0		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	8.0	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		24.0		36.0	75
Subject objectives	• To introduce students to the role and importance of design in marketing strategy. • To develop the ability to create and evaluate marketing design projects. • To understand how design influences brand perception, purchasing decisions and consumer behaviour. • To learn how to integrate design with other elements of marketing strategy, such as branding, visual communication and user experience, and corporate strategy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 an extended knowledge of the rules governing the use of design in marketing, understands advanced concepts related to the protection of intellectual property concerning graphic design and visual communication in the context of business activity.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[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 has an in-depth knowledge of the role of design in marketing, factors shaping the effectiveness of marketing strategies including visual, regional and international aspects.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written 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 is aware of ethical and social dilemmas related to the design and implementation of marketing strategies. He or she is able to correctly identify them and take them into account in the process of creating responsible and sustainable design solutions.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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.	Students will be able to forecast and simulate the effects of marketing activities with a design strategy, analysing their impact on brand perception and consumer behaviour, both at macro (market) and micro (enterprise) level, using advanced design tools and marketing analysis methods.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[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 understands the dynamic nature of trends and technologies in design and marketing, which builds an awareness of the need to continuously improve their skills and update their knowledge in both academic and professional contexts. He/she is able to inspire others to think creatively and organise learning effectively in the field of design and marketing.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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 and analyse detailed information necessary to make rational and complex decisions on the design of marketing strategies, taking into account visual and aesthetic aspects and their impact on the effectiveness of communication and brand positioning in the market.	[SU5] implementation of a problem task
Subject contents	1. Introduction to design in marketing 2. Elements of design 3. Branding and design 4. Visual communication 5. User Experience (UX) and User Interface (UI) 6. Modern tools and technologies in design 7. Case studies 8. Ethics and sustainable design		
Prerequisites and co-requisites	Students should have an understanding of the basics of marketing to understand how design fits into a broader marketing strategy. They should also understand the basic principles of visual communication, such as the use of colour, typography and composition, which will help them to understand the more advanced concepts discussed in the course.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	class attendance	80.0%	20.0%
	essays	60.0%	40.0%
	final project	60.0%	40.0%
Recommended reading	Basic literature	Dziadkiewicz, A. (2020). Design Management. Uwarunkowania i efekty wdrożenia w przedsiębiorstwie, Gdańsk: Wydawnictwo Uniwersytetu Gdańskiego.	
	Supplementary literature	1. Chłodnicki, M., Karel, A. (2020). Service design po polsku. Jak przyciągnąć, zadowolić i zatrzymać klientów, Warszawa: PWN. 2. Wojciechowska, K. (2020). Customer Experience Management. Moc pozytywnych doświadczeń na ścieżce twojego klienta, Warszawa: OnePress. 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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