

Subject card

Subject name and code	Legal and Ethical Aspects of Marketing, PG_00156042						
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		4.0		
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	9.0	0.0	0.0	0.0	0.0	9
	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	9		42.0		49.0	100
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_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.	Is able to independently analyse and interpret legal acts related to the marketing activities of enterprises, but also understands the need to use legal assistance.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written 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 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_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.	Integrates knowledge from various fields to effectively solve problems and make lawful business decisions.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written 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 indicate and interpret selected regulations concerning the marketing activities of the enterprise.	[SU3] text preparation/written work
	[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	[SW3] text preparation/written work
	[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.	Is able to analyze and optimize the processes of acquiring and allocating resources within the company in an ethical and sustainable manner.	[SW1] oral statement/conversation/discussion
Subject contents	- ethics and morality - introduction, - act on copyright and related rights and act on industrial property law - selected issues - ethical problems related to shaping marketing instruments and making management decisions - selected legal aspects of conducting marketing activities (image protection, personal data protection, transfer pricing, consumer rights protection, etc.) - agenda setting theory, - NIMBY syndrome, - 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
	written term paper	51.0%	100.0%
Recommended reading	Basic literature	- Katarzyna Grzybczyk, Illustrated Advertising Law, 4th edition, Wolters Kluwer Polska, Warsaw 2020 - Jennifer Jackson, Business and Morality, PWN Scientific Publishing House, Warsaw 1999 - Business, Ethics, Responsibility, scientific ed. W. Gasparski, PWN Professional Publishing House, Warsaw 2013 - Act of 30 June 2000 - Industrial Property Law (as amended) - Act of 4 February 1994 on Copyright and Related Rights (as amended)	
	Supplementary literature	A 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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