

Subject card

Subject name and code	Marketing of Innovation, PG_00156045						
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		6.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Anna Młynkowiak-Stawarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	6.0	0.0	0.0	0.0	6
	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	6		70.0		74.0	150
Subject objectives	Understanding the essence of innovation and implementing it in 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 takes on the role assigned within the tasks of the working group. They are responsible for the entrusted tasks and ensure harmonious collaboration with other team members.	[SK3] text preparation/written work [SK8] observation of student's independent or team work
	[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 knows concepts related to innovation. They are familiar with marketing tools for supporting innovations in the market and can characterize individual instruments of the marketing mix dedicated to innovations. They define the process of innovation creation and marketing support.	[SK1] oral statement/conversation/discussion
	[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 can construct the necessary marketing tools for innovations and apply appropriate marketing instruments for innovations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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 can interpret the obtained results and present them in the form of reports.	[SW1] oral statement/conversation/discussion [SW3] 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 can correctly conduct the process of innovation creation.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team 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 can apply practical marketing support for innovations.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
Subject contents	1. The essence of innovation 2. Classification of innovations 3. Consumers of product innovations 4. Application of marketing tools in supporting product innovations 5. Designing marketing strategies to support the commercialization of product innovations 6. Evaluating the effectiveness of innovation implementation.		
Prerequisites and co-requisites	Knowledge of basic marketing tools.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	essay	51.0%	50.0%
	final project	51.0%	50.0%

Recommended reading	Basic literature	Boguski, J. (2016). Marketing innowacji: kreowanie innowacyjnych produktów i usług na potrzeby rynku. Warszawa: Oficyna Graficzno-Wydawnicza Typografia (in Polish) Rutkowski, I. R. (2016). Metody innowacji produktu, macierzowościowe metody pomiaru dojrzałości procesu innowacji produktu. Poznań: UEP (in Polish) Wirkus, M., Lis, A. (red). (2015). Planowanie i rozwój nowych produktów, aspekty strategiczne, techniczne, marketingowe. Warszawa: CeDeWu (in Polish)
	Supplementary literature	1. Innowacje a strategie marketingowe przedsiębiorstw, Dorota Potwora i Witold Potwora, Difin, 20202. 2. "Strategie i modelowanie rozwoju produktów innowacyjnych" Stanisław Łobejko, Dariusz Plinta, Alicja Sosnowska, PWE, Warszawa, 2019 (in Polish)
	eResources addresses	Podstawowe https://iprutkowski.pl/wp-content/uploads/2017/07/Rutkowski-Ireneusz-Metody-Innowacji-Produktu.pdf - Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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