

Subject card

Subject name and code	Marketing Management, PG_00156076						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	undergraduate 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
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	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the subject is to introduce students to issues related to the management of a marketing organization. The following objectives can be indicated: 1. to familiarize students with the areas of marketing management of an organization, 2. to present students with guidelines for the management of a marketing organization.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 management of economic and social phenomena using marketing management methods and tools.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[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.	He knows the relationships that exist between organizations in the context of marketing management and between the organization and the customer in the market.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	He has advanced knowledge of marketing management in a business. He understands management and the factors that shape the effectiveness of business operations.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	She is aware of the need to identify important marketing management issues and find solutions for them.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	He is ready to work in groups, co-create them or manage them, solving marketing management issues. He can think and act entrepreneurially in line with the principles of marketing management.	[SK4] test/exam - oral or written [SK5] implementation of a problem task
Subject contents	Lectures: 1. The essence of marketing management. Marketing management process (4h) 2. Analysis of the organization's environment (4h) 3. Market segmentation, bargaining, positioning (4h) 4. Marketing strategy of the organization. (2h) 5. Customer behavior and the purchasing process (2h) 6. Marketing planning. Operational marketing plan (2h) 7. Marketing mix management (2h) 8. Marketing decision-making process (2h) 9. Customer relationship management (2h) 10. Sales process management (2h) 11. Marketing organization in the enterprise (2h) 12. Marketing audit (2h) Exercises: 1. Marketing management process (2h) 2. Methods of analyzing the organization's environment (4h) 3. Market segmentation, bargaining and positioning (2h) 4. Methods of analyzing the organization's marketing strategy. (4h) 5. Customer behavior and the purchasing process (2h) 6. Creating a marketing plan (4h) 7. Marketing mix management (4h) 8. Customer relationship management (2h) 9. Sales process management (2h) 10. Creating an organization's marketing audit plan (4h)		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	5.0%
		51.0%	40.0%
		51.0%	55.0%

Recommended reading	Basic literature	• Armstrong G. P. Kotler, Marketing. Introduction, Niepoprawe ed., 2022. • Dryl W., Dryl T., Kęprowska U., Nowe 4P marketing, CeDeWu Warsaw 2023. • Mc Donald M., Wilson H., Marketing plans, Wolters Kluwer Business, Warsaw 2012. • Ed. G. Rosa, Marketing Management, CH Beck 2012. • Knecht Z., Marketing management, CH Beck, 2008. • Pomykalski A., Marketing management and planning, WN PWN 2005. • Otto J., Sułkowski Ł., Marketing management methods, Difin 2014. • Dryl W. Marketing audit, CeDEWu 2020.
	Supplementary literature	Kozielski R. et al., Marketing indicators, Wolters Kluwer Business, 2016. Kotler P. Keller K. Marketing, Rebis 201
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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