

Subject card

Subject name and code	Value and Experience Marketing, PG_00156081						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	undergraduate studies		Subject group		Optional subject group 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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		7.0		
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	30.0	30.0	15.0	0.0	0.0	75
	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	75		14.0		86.0	175
Subject objectives	The aim of the course is to introduce students to relationship marketing, value creation and customer experience design. The programme is designed to enable students to broaden their knowledge of the importance of experience marketing in creating company value, how to manage customer experience in the real and virtual worlds, and the role of the design thinking approach to create new products and services based on a deep understanding of users' problems and needs. Understanding the benefits of the relational approach, on the one hand, and becoming aware of the difficulties and challenges in practice that the concept of customer relationship management and value and experience creation poses for marketers, on the other, is expected to lead to an enhanced ability to critically analyse the company's situation and make more informed decisions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	The student is ready to work in groups, to co-create marketing strategies based on customer values and experiences, or to manage teams responsible for these strategies. He/she is able to think and act in an entrepreneurial manner, creating innovative marketing solutions that build long-term relationships with customers and enhance brand value.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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.	Students will gain knowledge of value creation and experience in the context of business, taking into account the determinants shaping the effectiveness of marketing strategies in a regional and international environment. They will be able to apply this knowledge to co-create and manage marketing projects in groups, thinking and acting in an entrepreneurial manner.	[SW3] text preparation/written work [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.	Students will understand the relationships between organisations, and between an organisation and its stakeholders, with particular emphasis on employees and customers. They will be able to identify and analyse these relationships in the context of creating and managing value and customer experience, and to co-create marketing strategies oriented towards building long-term and valuable relationships.	[SW1] oral statement/conversation/discussion [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.	Students will be able to identify key marketing challenges, including those related to value creation and building consumer experiences, and be able to plan options to address them, taking into account economic and social aspects.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[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.	Students will be able to forecast marketing activities and their impact on consumers' perceptions of value and experience at both macro (market, consumer segments) and micro (individual enterprise) scales, using methods and tools applied in marketing management and qualitative analysis.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
Subject contents	1. The role of experiential marketing in creating value (including the evolution of marketing, diversity in marketing, types, types and dimensions of customer value, sources of value - from a resource approach to a network approach, co-creation of value - value creation and delivery vs. the value chain, value attributes); 2. Customer experience management (including essence and assumptions of experience marketing, from experience marketing to social experience marketing, sustainable marketing); 3. Creating value in the company (including employer branding and elements of personal branding, work-life balance systems as a source of value for employees, Business Model Canvas, communicating value to stakeholders); 4. Design thinking methodology; 5. Value creation in digital marketing (including influencer marketing, content marketing, storytelling, social networks, etc.).		
Prerequisites and co-requisites	Students should be familiar with basic marketing concepts and principles such as market segmentation, SWOT analysis, marketing strategies, marketing mix (4Ps), and basic market analysis tools. Knowledge of the basic principles of organisational management, including the functioning of markets and consumer behaviour will be an added advantage.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	essays	60.0%	40.0%
	final project	60.0%	40.0%
	class attendance	80.0%	20.0%
Recommended reading	Basic literature	1. Wojciechowska, K. (2020). <i>Customer Experience Management. The power of positive experiences on your customer's path</i> . Gliwice: Helion Publishing.	
	Supplementary literature	1. Dziadkiewicz, A. (2020). <i>Design Management. Uwarunkowania i efekty wdrożenia w przedsiębiorstwie</i> . Wydawnictwo Uniwersytetu Gdańskiego. 2. Bakalarska, J. (2016). <i>Marketing wartości. Ludzkie oblicze Twojego biznesu</i> . Wydawnictwo Słowa i Myśli. 3. Boguszewicz-Kreft, M. (2020). <i>Marketing doświadczeń. Jak poruszyć zmysły, zaangażować emocje, zdobyć lojalność klientów?</i> Wydawnictwo CeDeWu. 4. Mitrega, M. (2018). <i>Marketing relacji. Teoria i Praktyka</i> . Wydawnictwo CeDeWu. 5. Michalska-Dominiak, B., & Grocholiński, P. (2022). <i>Poradnik design thinking czyli jak wykorzystać myślenie projektowe w biznesie</i> . Wydawnictwo OnePress. 6. Piasecka, D. (2022). <i>Design thinking. Jak wykorzystać myślenie projektowe do zwiększenia zysków Twojej firmy</i> . Wydawnictwo OnePress. 7. Gałązkiewicz, I. (2018). <i>Projektowanie doświadczeń</i> . Wydawnictwo Słowa i Myśli. 8. Krzemiński, T. (2021). <i>Wykorzystaj siłę design thinking! Przygotuj zespół do realizacji celów w środowisku VUCA</i> . Wydawnictwo OnePress.	
	eResources addresses	Adresy na platformie eNauczanie:	
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.