

Subject card

Subject name and code	Marketing Instruments, PG_00156089						
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	4		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 inż. Sylwia Badowska				
	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 familiarize students with issues related to the specificity of individual marketing instruments, their evolution and contemporary approach to the concept of marketing 5.0.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W14] The student has a structured detailed knowledge of the selected specialty in the field of management.	The student has a structured and detailed knowledge of marketing and marketing tools in the company-customer relationship.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	The student is able to search for necessary information on marketing policy and tools of marketing influence in the process of making market decisions of an operational and strategic nature in enterprises.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[ZARZL3_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 aware of the depreciation of marketing knowledge over time and understands the need for lifelong learning and deepening knowledge in both academic and non-academic settings.	[SK1] oral statement/conversation/ discussion
	[ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.	The student correctly uses marketing terminology, especially marketing policies and tools. The student clearly and communicatively expresses his/her point of view in the field of using marketing instruments.	[SU1] oral statement/conversation/ discussion [SU4] 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.	The student undertakes tasks to be carried out in groups, jointly solves problems in the field of using appropriate marketing mix instruments. In the processes of analysis and decisions related to marketing instruments, he/she demonstrates entrepreneurial thinking and action in order to implement the desired solutions.	[SK1] oral statement/conversation/ discussion [SK5] 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.	The student is aware of the existence of relationships between organisations (including the forms of cooperation between economic entities on the market) and between an organisation and an individual, in particular an employee and a customer, with particular emphasis on the use of marketing instruments.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

Subject contents	Lecture content:		
	1. Traditional and contemporary marketing mix concepts		
	2. Creating and shaping product policy		
	3. Shaping pricing policy		
	4. Development of distribution policy		
	5. Creating marketing communications		
	6. Marketing mix instruments in the service sector		
	7. Modern approach to marketing mix		
	Classes and laboratory content		
	1. Preparation and development of a marketing plan for a selected firm		
Prerequisites and co-requisites	Knowing of basis of marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity during classes	75.0%	10.0%
	Development and presentation of the project	51.0%	40.0%
	Final egzam in writting	51.0%	50.0%
Recommended reading	Basic literature	- Marketing / Philip Kotler, Kevin Lane Keller ; wyd. pod red. Bogny Pilarczyk oraz Henryka Mruka ; przekł. Marek Zawiślak i Jacek Środa., Poznań : Dom Wydawniczy Rebis, 2025 - Marketing : sztuka konkurowania i współpracy / redakcja Lechosław Garbarski, Magdalena Krzyżanowska., Poltext, 2023 - Marketing. Podręcznik akademicki, Zygmunt Waśkowski, Uniwersytet Ekonomiczny w Poznaniu, 2022	
	Supplementary literature	Instrumenty marketingu / Klemens Białecki., Warszawa ; Bydgoszcz : Oficyna Wydawnicza Branta, 2006	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Prepare and develop a marketing plan for a firm		
Work placement	Not applicable		

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