

Subject card

Subject name and code	Marketing, PG_00156745						
Field of study	Information Science and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	undergraduate studies		Subject group		Obligatory subject group 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		4.0		
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		10.0		30.0	100
Subject objectives	The aim of the course is to introduce students to marketing theory, scientific methods and the latest concepts of marketing as a management concept, as well as to provide students with the theoretical knowledge and practical skills necessary to plan, implement and evaluate marketing strategies in various business contexts.						
	Students will become familiar with key marketing concepts such as market analysis, customer segmentation, pricing strategies, promotion, distribution and brand building and management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEL3_U03] The student is able to identify institutional-legal and social constraints on the functioning of economic structures and institutions and reflect them in modelling, forecasting and optimization.	Is able to identify institutional and legal constraints on marketing activities and is able to take them into account when creating an organization's marketing models.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[liEL3_W07] The student has advanced knowledge of ethical norms applicable to business, good practices for its conduct and legal regulations for the protection of intellectual property. Has knowledge of the risks and responsibilities associated with the informatization of business processes, knows the principles of netiquette.	Has advanced knowledge of the ethics of marketing activities, good marketing practices and legal regulations applicable to advertising and sales activities in Poland.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[liEL3_W02] The student has advanced knowledge of economic structures and institutions, the processes in them, the connections between them and their dynamics; knows the phenomena and processes occurring in their environment.	Has advanced knowledge of the marketing environment of the enterprise, its factors and the changes taking place in this area, as well as of economic institutions, their relationships, the importance and impact of the marketing environment and stakeholders on the functioning of the enterprise's marketing. Knows advanced methods of diagnosing the macro- and micro-marketing environment, and the functioning of the organization's marketing	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[liEL3_K03] The student can work in, co-create and manage a team; adapts his/her behavior and conduct to his/her role in it; is ready to take responsibility for the team and bear the consequences; understands the necessity of regularity and consistency in action; is open to other team members and critical of himself.	Is able to cooperate harmoniously and work in a group, implementing marketing projects and tasks by taking on different roles, is able to agree on marketing goals with the group, is ready to take responsibility.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[liEL3_K04] The student is able to think and act in an entrepreneurial manner and adapt to the variability of the environment.	The student is able to think and act in terms of marketing, taking into account the needs of the organization's customer, and is also able to adapt marketing activities to the requirements of the organization's changing environment.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
Subject contents	1. The essence of marketing, needs, consumption 2. Marketing environment of the organization, stakeholders 3. Consumer behavior on the market 4. Social media marketing, Internet communication 5. Market segmentation, positioning 6. Marketing mix instruments - concepts of new marketing tools 7. Marketing research 8. Marketing of industrial goods and services 9. Marketing of services 10. Marketing management		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	45.0%
	exam	51.0%	55.0%
Recommended reading	Basic literature	• W. Dryl, T. Dryl, U. Kęprowska, New 4P's of Marketing, CeDeWu Warszawa 2023 • G. Armstrong, P. Kotler, Marketing. PWN Warszawa 2018 • H. Kartayaja, I. Setiawan, P. Kotler, Marketing 6.0, MT Biznes 2024 • H. Kartayaja, I. Setiawan, P. Kotler, Marketing 4.0, MT Biznes 2018	
	Supplementary literature	• W. Dryl, Audyt marketingowy, CeDeWu, Wyd. II, Warszawa 2018 • H. Kartayaja, I. Setiawan, P. Kotler, Marketing 3.0, MT Biznes 2012 • H. Kartayaja, I. Setiawan, P. Kotler, Marketing 5.0, MT Biznes 2021	

	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	sample topics: - list the features of marketing communication in social media, - list the levels of product structure, - provide definitions of holistic marketing	
Work placement	Not applicable	

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