

Subject card

Subject name and code	Marketing, PG_00129802						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's 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		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	Teachers		dr Tomasz Konewka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		5.0		15.0	50
Subject objectives	Presenting the company's possibilities of operating in an international environment using various marketing tools. Presenting the possibilities of marketing management of a company in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	student knows and understands fundamental concepts and terminology of international business	[SW1] oral statement/ conversation/discussion
	[IBL3_U06] can communicate using the terminology of international business	the student is able to communicate using the terminology of international business	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	the student is ready to perform his professional role in a responsible manner	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	student knows and understands methods and selected research methods and tools	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	student is able to work individually and within teams, also of interdisciplinary character The student organizes the preparation of projects in the field of international business, the projects are discussed and approved during consultations with the lecturer	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	student is able to think and act in an entrepreneurial manner	[SK1] oral statement/conversation/ discussion

Subject contents	1. INTERNATIONAL MARKETING ENVIRONMENT Value added by marketing. Customer needs. Mega trends in market competition. Porters model of 5 forces of competition. 2. MARKET SEGMENTATION Market segments. Segmentations bases. Market selection procedures. Target groups. The concept of market niche. 3. COMPETITIVE STRATEGIES The concept of Marketing Mix. SWOT analysis. Ansoff Matrix of market expansion strategies. 4. PRODUCT STRATEGY Product development. Product-mix decisions. Stages of product life cycle. BCG matrix. Standarization vs. adaptation in international environment. 5. BRANDING STRATEGY Branding on a global scale. Company culture and style. Building the company's image. Brand positioning. Brand value determinants. Customer loyalty / brand loyalty / loyalty stages. 6. BRAND ARCHITECTURE Umbrella brand vs multibranded products. Brand positioning. Branding dilemmas in M&A transactions. Distributors brands. The concept of private label. Local vs. international brands. 7. DISTRIBUTION STRATEGY Distribution channels. Direct vs indirect distribution. Growing role of the retailers. New trends in on-line distribution. 8. PRICING STRATEGY Factors influencing pricing policy. Fixed and variable costs. Pricing strategies: economy, penetration, market skimming and permium pricing. 9. MARKETING OF SERVICES Intangible nature of services. 7P marketing mix. Customer loyalty and loyalty programms. Net Promoter Score. 10. MARKETING COMMUNICATION Communication strategy. Communication mix. Media selection. Unique Selling Proposition. Stages in advertising campaign.
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	11. PUBLIC RELATIONS AND SALES PROMOTION		
	Advertising vs Public Relations. Examples of effective PR campaigns. Sales promotion techniques. Social media as a marketing communication channel.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature	A.1. used during classes 1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000. 2. P. Doyle, Value Based Marketing, Wiley&Sons, 2000. A.2. self-study literature 1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.	
	Supplementary literature	1. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008. 2. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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