

Subject card

Subject name and code	Strategic and marketing management, PG_00146883						
Field of study	Genetics and Experimental Biology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Renata Płoska				
	Teachers		dr Jędrzej Siciński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		3.0		7.0	25
Subject objectives	To familiarise students with the key issues in strategic and marketing management, including methods of analysing the environment and the potential of the enterprise and the tools of marketing strategy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[GBEL3_W10] principles of research commercialization, intellectual property protection, and technology transfer.	Has knowledge of innovation processes in the company, new product development activities, their importance and principles of conduct.	[SW4] test/exam - oral or written
	[GBEL3_U08] Independently study literature and plan one's own career path.	Is able to study the literature on the subject independently and use the knowledge gained in statements on strategic and marketing management.	[SU1] oral statement/conversation/discussion
	[GBEL3_K01] The utilization of theoretical knowledge in laboratory and production practice.	Is ready to put knowledge of strategic and marketing management into practice.	[SK1] oral statement/conversation/discussion
	[GBEL3_K03] Thinking and acting in an entrepreneurial manner.	Is ready to apply his knowledge of strategic and marketing management in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion
	[GBEL3_W11] legal, organizational, and ethical considerations in conducting and implementing research in the field of genetics and experimental biology.	Has knowledge of the company's business and marketing strategy, including the company's research and development activities and their determinants.	[SW4] test/exam - oral or written
Subject contents	[GBEL3_U04] Capable of reading scientific texts in English and Polish with comprehension, synthesizing the knowledge contained within them, preparing well-documented studies on biological issues, as well as those related to research commercialization.	Is able to describe the specifics of marketing and strategic management activities, including in the area of new technology and product development.	[SU1] oral statement/conversation/discussion
	Strategic management - essence, elements, stages. Strategic analysis. Strategic planning. Strategy implementation and strategic control. Marketing management - essence. Contemporary trends in marketing. Purchaser behaviour in the market. Target market selection. Product strategies. Pricing strategies. Distribution strategies. Promotion strategies. Personnel as part of the marketing strategy.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	M. Romanowska, Planowanie strategiczne w przedsiębiorstwie [Strategic planning in a company], PWE 2017. K. Obłój, Strategia organizacji [The organisation's strategy], PWE 2014. P. Kotler, G. Armstrong, Marketing. Wprowadzenie [Marketing. An introduction], Wydawnictwo Nieoczywiste, 2012.	

	Supplementary literature	K. Janasz, W. Janasz, K. Kozioł, K. Szopik, Zarządzanie strategiczne: koncepcje, metody, strategie [Strategic management: concepts - methods - strategies], Difin 2008. M. Sławińska, H. Mruk, B. Pilarczyk, Marketing: koncepcje, strategie, trendy [Marketing: concept, strategies, trends], UE Poznań 2015. W. Wrzosek (red.), Strategie marketingowe [Marketing strategies], SGH Warszawa 2001. R. Płoska, Zasoby znaczenie i klasyfikacja [Resources - importance and classification], [w] P. Antonowicz (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed	Stages of strategic management. Macro-environment analysis. Analysis of micro-environment. Analysis of strategic potential. SWOT analysis. Development strategies. Business level strategies. New product development. Technology life cycle. Promotion instruments.	
Work placement	Not applicable	

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