

Subject card

Subject name and code	Marketing concepts of business management, PG_00167949						
Field of study	Sightseeing and Historical Tourism						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master'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	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Kęprowska				
	Teachers		dr Urszula Kęprowska				
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		4.0		60.0	79
Subject objectives	The purpose of the course is to familiarize students with the problems of enterprise management according to the concept of marketing, to present the objectives, methods and techniques of marketing management, to familiarize with management tools and marketing mix tools according to the concept of the new 4Ps: people, processes, programs, achievements.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[KiTHMU2_K05] Can think and act in an entrepreneurial manner		Has the ability to think and act in an entrepreneurial way with reference to planning, organizing, and controlling marketing in the company.		[SK2] presentation/project/paper/report		
	[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing		Correctly applies in speech and in writing marketing terminology in the context of business management.		[SU2] presentation/project/paper/report		
	[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism		He knows and understands in depth the marketing issues and management of a company operating in the tourist market.		[SW2] presentation/project/paper/report		
	[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned		Knows in-depth marketing issues related to managing a tourist company		[SW2] presentation/project/paper/report		
	[KiTHMU2_K06] Recognizes and formulates ethical problems related to professional work and popularization of knowledge		Recognizes and formulates ethical issues related to marketing and marketing management, associated with the work of a manager.		[SK2] presentation/project/paper/report		

Subject contents	The essence of tourism service marketing; The process of marketing planning in a tourism enterprise; Formulating a marketing strategy (market analysis, market segmentation); Customer behavior in the tourism market; Tourism product (types, brand, quality of tourism services); Pricing strategies and methods of price determination; Distribution planning (distribution channels); Promotion of the tourism product (strategies, tools); Personnel as an element of the marketing strategy.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	• M. Johann, Strategie marketingowe w turystyce, Difin, Warszawa 2009 • W.Dryl, T. Dryl, U.Kęprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 • red. M.Czerska, A.Szpitter, Koncepcje zarządzani.podręcznik akademicki, Beck Warszawa 2010 • A. Oleksiuk, Marketing usług turystycznych, Difin, Warszawa 2009 • A. Panasiuk, Rynek turystyczny. Struktura, procesy, tendencje, Difin, Warszawa 2019	
	Supplementary literature	• A. Czubala, R. Niestrój, A. Pabian, Marketing w przedsiębiorstwie - ujęcie operacyjne, Warszawa 2020. • red. A. Panasiuk, Marketing usług turystycznych, PWN, Warszawa 2007.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	design brand promotion activities in social media		
Work placement	Not applicable		

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