University of Gdańsk

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

<table>
<tr><td>Subject contents</td><td colspan="2">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.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="2"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>• 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</td></tr>
<tr><td>Supplementary literature</td><td>• A. Czubała, R. Niestrój, A. Pabian, Marketing w przedsiębiorstwie - ujęcie operacyjne, Warszawa 2020.
• red. A. Panasiuk, Marketing usług turystycznych, PWN, Warszawa 2007.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">design brand promotion activities in social media</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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