

Subject card

Subject name and code	Marketing, PG_00169771						
Field of study	Economics						
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Czerepko				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	14.0	0.0	0.0	0.0	14
	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	14		5.0		56.0	75
Subject objectives	The purpose of the course is: 1. to learn the basics of marketing 2. to learn the principles of conducting market segmentation 3. acquiring the ability to apply marketing instruments 4. acquiring the ability to prepare a marketing strategy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Students will be able to analyze the causes and course of market processes and market phenomena and interact appropriately with marketing instruments	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is ready to think and act in an entrepreneurial manner; adapts actions to changes in the environment, takes on the challenges of creative thinking, taking into account the rules and instruments of marketing, is resistant to failure, knows how to identify threats and assess the risk of their occurrence	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Students use their knowledge of economics, finance and management to resolve marketing dilemmas that occur in professional work	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	Students are able to appropriately determine marketing priorities and objectives, plan and analyze consumer attitudes, use marketing instruments, organize marketing in an enterprise; is creative and has a willingness to learn and interact with other students	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of market entities forming the market and of the principles of conduct in these structures, knows well the motives of consumer behavior and ways to implement marketing assumptions in economic practice; is able to implement appropriate marketing instruments	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and solves problems related to the implementation of marketing in the market environment and applies various options for solutions in the organization of marketing departments	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	1. Topic: Basics of marketing decisions • Search for opportunities for action • Methods of analyzing the general market environment of the enterprise • Methods of analyzing the potential and operating conditions of the enterprise 2. Topic: Consumer behavior in the market • Models of consumer behavior in the market • Factors characterizing the consumer as determinants of his behavior in the market • Phases, types and types of pricing decisions 3. Topic: Market segmentation and product placement in the market • Concept, criteria and procedure of segmentation • Principles of target market selection • Strategies for product placement 4. Topic: Product management • Concept, classification, levels, aspects and functioning of the product • Phases and types of product life cycle • Regulation of the product life cycle 5. Topic: Price management • Marketing functions and tasks of price • The process of price formation • Discounts and price differentiation 6. Topic: Distribution management • Concept and component parts of distribution • Formation of distribution channels • Intensity of distribution 7. Topic: Management of marketing activities • Planning marketing activities • Marketing strategies • Organizing and controlling marketing activities 8. Topic: Marketing in the era of digital economy • Use of Big Data in marketing activities • Digital market and new functions of consumers • Multi-channel strategies In order to deepen the concepts discussed during lectures, students have the opportunity to participate in consultations		
Prerequisites and co-requisites	Prerequisites: knowledge of basic economic issues.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	50.0%
	Project	51.0%	50.0%
Recommended reading	Basic literature 1. Ph. Kotler, M. Kotler, Przez marketing do wzrostu. 8 zwycięskich strategii, Dom Wydawniczy Rebis, Poznań 2013. 2. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012. 3. Ph. Kotler, K. Hermawan, S. Iwan, Marketing 5.0. Technologie Next Tech, MT Business, 2021.		

	Supplementary literature	1. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011. 2. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011. Wykorzystanie wyników badań marketingowych preferencji i zachowań transportowych na rynku transportu miejskiego - przykład aglomeracji gdańskiej Grzelec Krzysztof, Marketing i Rynek, 2024, vol. 31, nr 5
	eResources addresses	
Example issues/ example questions/ tasks being completed	Design of a marketing strategy for a selected enterprise	
Work placement	Not applicable	

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