

Subject card

Subject name and code	Marketing, PG_00169932						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński, prof. UG				
	Teachers		dr hab. Dariusz Tłoczyński, prof. UG				
			dr hab. Krzysztof Grzelec, prof. UG				
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		10.0		10.0	50
Subject objectives	1. to learn the essence of marketing 2. to learn the principles of conducting market segmentation 3. to acquire the skills of applying marketibg instruments 4. to acquire the skills of drawing up a marketing strategy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students will be able to participate in the analysis and evaluation of alternative solutions to marketing problems and select instruments to solve them rationally.	[SU4] test/exam - oral or written
	[EKONL3_W05] has a 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 basic knowledge of processes, phenomena occurring in the marketing - market relations, has basic knowledge of marketing instruments.	[SW4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and solves problems and applies various options for solutions in business practice	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[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	The student is able to correctly observe and interpret marketing situations and processes. The student is able to use basic theoretical knowledge and obtain data to analyse concrete market processes and situations	[SU4] 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	Student can use marketing instruments	[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	Students are able to interact and work in a group, assuming various roles in it	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task

1. The Evolution of Marketing

- The essence, functions, and objectives of marketing
- The role of marketing in shaping the market
- The development of marketing concepts from 1.0 to 5.0
- The digital transformation of marketing

2. The Market Environment of the Enterprise, Market Analysis, and Strategic Analysis

- Analysis of the microenvironment and macroenvironment of the enterprise
- Market analysis: market size, market capacity, and market share
- Analysis of competitors, stakeholders, and Porter's Five Forces
- SWOT analysis and portfolio methods: BCG, GE/McKinsey, and Ansoff

3. Consumer Behaviour and the Customer Journey

- The consumer purchasing decision-making process
- Factors influencing consumer behaviour
- The customer journey and customer touchpoints
- Customer experience (CX) and customer satisfaction

4. Marketing Research and Data Analytics

- Qualitative and quantitative research
- Designing and conducting the research process
- Big Data, Business Intelligence, and Marketing Analytics
- The use of artificial intelligence in marketing research

5. Market Segmentation, Target Market Selection, and Positioning

- Segmentation criteria for consumer and institutional markets
- Target market selection strategies
- Assessment of the attractiveness of market segments
- Positioning of the product, brand, and enterprise

6. Value Marketing and the 4E Model

- Value for the customer and the enterprise
- Customer Value Proposition (CVP)
- Relationship marketing and value co-creation
- The 4E Model: Experience, Exchange, Everywhere, Evangelism

7. Product and Innovation Management

- The product as a source of value for the customer
- The product life cycle
- Product portfolio management
- Innovation and new product development

8. Pricing Strategies and Product Value Management

- Objectives and functions of the enterprise's pricing policy
- Pricing strategies for products and services
- Customer perception of product value
- Economic aspects of pricing policy: margin, profitability, and break-even point

9. Distribution, Marketing Logistics, and Omnichannel

- Distribution channels and their organisation
- E-commerce and sales platforms
- Omnichannel marketing and the integration of sales channels
- Marketing logistics and customer service

10. Integrated Marketing Communication

- Advertising and traditional media
- Public relations and corporate communication
- Sales promotion and personal selling
- Content marketing and storytelling

11. Brand Building and Brand Equity Management

- Brand identity, personality, and image
- Brand equity and brand value
- Brand development strategies
- Corporate reputation management

12. Digital Marketing

- Websites and e-commerce
- Search engine marketing: SEO and SEM

	• E-mail marketing and mobile marketing • Marketing automation and communication personalisation 13. Social Media Marketing and Influencer Marketing • Social media as a marketing communication tool • Social media communication strategies • Influencer marketing and the creator economy • User Generated Content (UGC) and building brand communities 14. Artificial Intelligence in Marketing • The origins of artificial intelligence in marketing • Personalisation of marketing communication • Chatbots, virtual assistants, and process automation • Ethical and legal aspects of using AI 15. Sustainable Marketing, International Marketing, and the Future of Marketing • ESG and sustainable marketing • International and cross-cultural marketing • Green marketing and corporate social responsibility • The future of marketing in the context of AI, digitalisation, and market uncertainty In order to deepen the concepts discussed during lectures, students have the opportunity to participate in consultations		
Prerequisites and co-requisites	Preliminary requirements: knowledge of basic economic issues		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
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. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011.	
	Supplementary literature	1. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011 2. 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 selected papers about marketing	
	eResources addresses		

Example issues/ example questions/ tasks being completed	marketing instruments Marketing research
Work placement	Not applicable

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