

Subject card

Subject name and code	Marketing Strategies, PG_00170211						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master'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	3		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	Teachers		dr Tomasz Konewka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		12.0		23.0	50
Subject objectives	Learning the basic marketing strategies of companies and creating them yourself. Evaluation of existing strategies using case study methods						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to manage the work of a team and cooperate and work in a team, especially an international one.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to actively participate in groups implementing projects related to the functioning of economic entities. Deepening knowledge in this area is possible during consultations.	[SK1] oral statement/conversation/discussion
	[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	The student independently formulates and tests hypotheses related to simple research problems, selects and applies methods and tools appropriately.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	The student has in-depth knowledge of selected rules and norms (legal, organizational, ethical) that determine the functioning of economic structures and institutions on the international market	[SW4] test/exam - oral or written
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	The student knows and understands the types of economic relations and the regularities that govern them, understands the conditions and principles of functioning of the market and the market mechanism, in the national, international and global aspect	[SW4] test/exam - oral or written
Subject contents	1. Marketing strategy as part of the company's strategy and its place in the company's functioning. Elements of marketing strategy - based on a case study 2. Formulation of the company's strategy and strategic analysis. Formulation of the marketing strategy - based on a case study 3. Product strategies - analysis based on a case study 4. Strategies towards competitors, suppliers and intermediaries. Types and selection of strategies. Differentiation and change of strategy - case study 5. Marketing strategies for entering the market. Marketing strategies in a growing, mature and declining market - case study 6. Types of product-market strategies - case analysis Study		
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	1. Strategie rynkowe. Praca zbiorowa pod red. Wojciecha Wrzoska. PWE, Warszawa 2004, 2012 2. J-J Lambin, Strategiczne zarządzanie marketingowe, Warszawa 2001 3. P. Doyle, Marketing wartości. Felberg, Warszawa 2003, 2006 4. Z. PierścioneK, Strategie konkurencji i rozwoju przedsiębiorstwa. PWN, Warszawa 2003 5. M. Gorynia, Przedsiębiorstwo w biznesie międzynarodowym. PWN. Warszawa 2021
	Supplementary literature	T. Konewka, Product innovation strategies of Chinese EV manufacturers, Gdańskie Studia Azji Wschodniej, 2023
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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