

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Ecological Marketing, PG_00170215                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |                                                |            |     |
| 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                           | 4                                                                                                                                                                                                                                                                                                                        |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                 |                                                          | Assessment form                         |                                     |                                                |            |     |
| Conducting unit                             | Division of Marketing Strategies -> 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                          | Presentation of the concept of ecological marketing and its use in company activities. The functioning of the company is subject to constant changes and, in the light of current conditions, it should include ecological issues in its strategy. Long-term strategic action affects the ecological image of the brand. |                                                          |                                         |                                     |                                                |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Subject outcome                                                                                                                                               | Method of verification                                                                                  |
|                                 | [MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | student is ready to comply with and develop the principles of professional ethics and corporate social responsibility                                         | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work |
|                                 | [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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | student has in-depth knowledge of the basic rules of operation of the enterprise in the conditions of global environmental challenges                         | [SW2] presentation/project/paper/report<br>[SW5] implementation of a problem task                       |
|                                 | [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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | student independently formulates and tests hypotheses related to simple research problems. Deepening knowledge in this area is possible during consultations. | [SU1] oral statement/conversation/discussion                                                            |
| Subject contents                | <p><b>1. The concept of the green economy and its economic, social and ecological dimensions.</b> Assumptions of the European Union's climate policy. The policy of the European Green Deal as the macroeconomic policy of the European Union. The concept of a circular economy.</p> <p><b>2. The concept of sustainable development as the foundation of ecological marketing.</b> The concept of sustainable development and the concept of marketing. Consumers, producers and the model of sustainable production and consumption. Assumptions and instruments of ecological marketing.</p> <p><b>3. Ecological marketing in corporate social responsibility.</b> Ecological aspect of corporate social responsibility. Ecological marketing in the company's market activities.</p> <p><b>4. Ecological behavior of buyers and their consequences for marketing.</b> Development of the theory of buyer behavior. Changes in buyer behavior. Ecological product concept.</p> <p><b>5. Ecological marketing as an opportunity to build a company's competitive advantage.</b> Ecological and socially responsible product. Eco-product marketing mix.</p> <p><b>6. The role of ecological marketing in the company's activities.</b> Company strategy, not individual actions. Marketing of ecological products as building a competitive advantage of the company. Ecological image of the brand. Sustainable development policy in the supply chain and non-financial reporting.</p> <p><b>7. Greenwashing.</b> Description of the phenomenon of unreliable ecological marketing. Greenwashing in European Union policy. The European Consumer Agenda. Greenwashing and legal acts concerning counteracting unfair commercial practices and combating unfair competition.</p> |                                                                                                                                                               |                                                                                                         |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                               |                                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Passing threshold                                                                                                                                             | Percentage of the final grade                                                                           |
|                                 | written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 51.0%                                                                                                                                                         | 100.0%                                                                                                  |

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| Recommended reading                                            | Basic literature         | <p>Biswajit Das, marketing ekologiczny, Wydawnictwo Nasza Wiedza 2020</p> <p>Michelle Carvill, Sustainable Marketing, Wydawnictwo Bloomsbury Publishing PLC, 2021</p> <p>Md. Nekmahmud, Maria Fekete-Farkas, Why Not Green Marketing? Determinates of Consumers Intention to Green Purchase Decision in a New Developing Nationa, Sustainability Vol. 12 2020</p> <p>Joya A. Kemper, Paul W. Ballantine, What do we mean by sustainability marketing?, Journal of Marketing Management, Vol. 35:3-4, 277-309, 2019</p> <p>Ellen Pei-yi Yu, Bac Van Luu, Catherine Huirong Chen, Greenwashing in environmental, social and governance disclosures, Research in International Business and Finance Vol. 52, 2020</p> |
|                                                                | Supplementary literature | <p>Tomasz Konewka, Tomasz Czuba, An overview of some challenges of the electric vehicle industry in the light of the European Green Deal, Prawo i Klimat nr 3/2022, Ministerstwo Klimatu i Środowiska, Warszawa 2022.</p> <p>Bartosz Pert, Nierzetelny marketing ekologiczny - opis zjawiska i próba jego kwalifikacji prawnej, Przegląd Prawa Ochrony Środowiska Nr 2, 2015.</p>                                                                                                                                                                                                                                                                                                                                  |
|                                                                | eResources addresses     | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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