

Subject card

Subject name and code	Marketing, PG_00172208						
Field of study	International Economic Relations						
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							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers		dr Aleksandra Aziewicz				
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	Presenting the company's possibilities of operating in an international environment using various marketing tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student is able to identify, diagnose and resolve marketing-related dilemmas.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student is able to use marketing knowledge to identify and analyze connections between various business entities and institutions	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student knows and understands selected marketing strategies and tools that can be used in managing a business entity	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student is able to use marketing tools to obtain information, analyze and present it, and make decisions based on it.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	the student thinks in a creative and entrepreneurial way, using the acquired knowledge and skills in the field of marketing	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[MSG3_W13] has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has knowledge of the domestic and foreign environment in relation to marketing activities	[SW1] oral statement/conversation/discussion
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	the student has knowledge about people in the context of making marketing decisions	[SW1] oral statement/conversation/discussion
Subject contents	Definitions, basic concepts related to marketing Marketing mix, elements of marketing, market environment of the company Sources of market information / market research Product and brand Sales process and pricing policy Marketing communications Any doubts arising during the implementation of the subject matter or interpretation issues will be resolved during consultations.		
Prerequisites and co-requisites	basics of microeconomics		
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, K.L. Keller, Marketing. Rebis, 2018. 2. E. Michalski <i>Marketing</i> Wydawnictwo Naukowe PWN, 2017 3. Red. D. Kaczorowska-Spychalska; B. Gregor, <i>Marketing w erze technologii cyfrowych</i>, Wydawnictwo Naukowe PWN 2018
	Supplementary literature	• K. Stopczyńska, <i>Influencer marketing w dobie nowych mediów</i>, Wydawnictwo Uniwersytetu Łódzkiego, 2021,
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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