

Subject card

Subject name and code	Marketing in Services, PG_00172405						
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	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 Marcin Krzaczek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		5.0		30.0	50
Subject objectives	Getting to know the essence and specificity of service business;						
	Presentation of the features of services and the specificity of marketing tools related to them;						
	Presentation of service classification criteria;						
	Participants will create a new service offer, anticipating the needs of potential customers, and design methods for promoting it.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	is able to communicate in an international and culturally diverse environment, using concepts from the field of international economic relations in the service industry	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) organizing the service industry (especially those on the international market)	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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	is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failure, is able to identify threats occurring in the service industry and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[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	has knowledge about a person as an entity making economic decisions, operating in social structures and organizational units, in particular enterprises from the service industry or conducting individual service activities	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	The essence and specificity of service activities. Features of the services. Segmentation and classification of services. Development and importance of the service sector. Marketing mix in services and its specificity. Distribution channels and strategies in services. Service pricing strategies. Advertising and promotion of services. PR and sponsorship in services. Customer service in services.		
Prerequisites and co-requisites	Basic knowledge of marketing - definitions of concepts, elements of the marketing mix. Communicative knowledge of English, including business English concepts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	70.0%
	activity	51.0%	30.0%

Recommended reading	Basic literature	A. Czubała, A. Jones, T. Smolen, J. W. Wiktor, Marketing usług, Wolters Kluwer, Oficyna Ekonomiczna, Cracow 2012. J. Dyczkowska, A. Oczachowska, D. Oczachowski, Marketing usług: podstawy teoretyczne i praktyka, Wydawnictwo Uczelniane Politechniki Koszalińskiej, Koszalin 2016. J. Mazur, Zarządzanie marketingiem usług, Difin, Warsaw 2002.
	Supplementary literature	K. A. Kłosinski, Światowy rynek usług w początkach XXI wieku, PWE, Warsaw 2011. A. Sernovitz, Marketing szeptany, Wolters Kluwer Polska, Warsaw 2011. M. Krzaczek, Sztuka gry na ludzkiej próżności, Gazeta Bankowa, 2010, vol. 4, pp. 55-59.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Proposing appropriate distribution channels for a company from a selected service industry. Presenting ways to extend the life cycle of given services - projects are discussed during discussions with other class participants and consultations with the lecturer.	
Work placement	Not applicable	

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