

Subject card

Subject name and code	Marketing Communication, PG_00172409						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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	3		Language of instruction		Polish		
Semester of study	5		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	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		5.0		30.0	50
Subject objectives	After concluding the course, the student should be able to: - indicate the elements of marketing communication and describe them; - indicate the elements of brand management and methods of their application; - create an outline of marketing communication for the selected organization; - examine the effectiveness and efficiency of individual elements of marketing communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGSL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the regularities that govern them, including the principles of functioning of the market, the market mechanism and communication of its entities with each other, both in the national and international aspect	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[MSGSL3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	drugi termin zna i rozumie fundamentalne dylematy współczesnej cywilizacji, w tym strategię zrównoważonego rozwoju i społeczną odpowiedzialność biznesu jako formy etycznej komunikacji marketingowej przedsiębiorstw 200 / 5 000 knows and understands the fundamental dilemmas of modern civilization, including sustainable development strategy and corporate social responsibility as a form of ethical marketing communication of enterprises	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[MSGSL3_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 communicate in marketing way, identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[MSGSL3_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	is able to identify and analyze the connections between economic entities and public institutions that are part of the national and international environment and the forms of communication between them, using the acquired theoretical knowledge, is able to critically assess these connections and messages and propose directions for their further development or changes	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents	1. Characteristics of marketing communication		
	goals functions strategies elements recipients		
	2. Brand management		
	brand concept elements of brand management brand building strategy		
	3. Advertising		
	characteristics of the advertising market advertising goals, functions and strategies advertising in new media assessment of the effectiveness and efficiency of activities		
	4. Promotion		
	characteristics and functions of promotion sales promotion merchandising Loyalty programs		
	5. Public Relations		
	characteristics functions tools		
Prerequisites and co-requisites	6. Sponsorship		
	characteristic goals and functions types tools		
Basic knowledge of marketing - definitions of concepts, elements of the marketing mix: advertising, promotion, public relations, customer service, sponsorship, online marketing. 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%	25.0%
	gropu activities	51.0%	30.0%
	final project	51.0%	25.0%
	activity and attendance at classes	51.0%	20.0%
Recommended reading	Basic literature	Komunikacja marketingowa, collective work under the editorship of MaciejaRydel, ODDK, Gdańsk 2001; Philip Kotler, Marketing: analiza, planowanie, wdrażanie i kontrola, Felberg SJA, Warsaw 1999; Maciej Rydel, Podręczny leksykon promocji: public relations, reklama, akwizycja, sales promotion (b.w.s.), merchandising, GFKM, Gdańsk 1998.	
	Supplementary literature	Marcin Krzaczek, Sztuka gry na ludzkiej próżności, Gazeta Bankowa, vol. 4, 2010, pp.55-59.	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	Creating a promotional campaign for the selected company. Carrying out the branding process for the selected brand, which are discussed and approved during consultations with the lecturer.
Work placement	Not applicable

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