

Subject card

Subject name and code	Marketing Indicators, PG_00172412						
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 Marek Reysowski				
	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	The main objective of the course is to familiarise students with the basic marketing indicators describing the market situation of a company and to impart the ability to analyse and properly interpret these indicators.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions		The student has advanced knowledge of marketing indicators describing the structure of players and markets.		[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion		
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms		The student understands the relationships between economic agents and knows how to describe them using marketing indicators.		[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion		
	[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		Using knowledge of the relevant marketing indicators, the student thinks and acts in an entrepreneurial way and takes up the challenge of creative thinking.		[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written		
	[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly		Using relevant marketing indicators, the student is able to identify the risks associated with the business. Doubts about the interpretation of indicators are discussed during consultations with the instructor.		[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written		

Subject contents	1. Indicators for assessing the company's situation at strategic level a) market share b) sales growth rate c) indicators of customer loyalty, customer satisfaction 2. Indicators for sales management and distribution a) numerical distribution b) weighted distribution c) 12-month sales trend d) brand share at point of sale 3) Indicators in marketing communication a) recall, recognition, TOM b) recall, recognition of advertising c) advertising reach, advertising frequency d) OTS, OTH, GRPe) CPT, CPP		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Personal involvement	0.0%	30.0%
	Test	51.0%	70.0%
Recommended reading	Basic literature	Literatura podstawowa: 1. <i>Wskaźniki marketingowe</i> , red. Robert Kozielski, Oficyna Ekonomiczna, Kraków 2004 2. D. Blanchard, D. Lesceux, <i>Les Panels</i> , Dunod, Paryż 1995 3. <i>Komunikacja marketingowa</i> , red. M. Rydel, ODDK, Gdańsk 2001 4. M. Rydel, <i>Podręczny leksykon promocji</i> , GFKM, Gdańsk 1998	
	Supplementary literature	M. Reysowski, <i>Caro - strategia dystrybucji</i> , w: <i>Marketing studia przypadków</i> , red. A. M. Nikodemka-Wołowik, Wydawnictwo UG, Gdańsk 2002.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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