

Subject card

Subject name and code	Marketing in Green Business, PG_00172706						
Field of study	Business and Environmental Technology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group				
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		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dominik Aziewicz				
	Teachers		dr Dominik Aziewicz				
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		13.0		22.0	50
Subject objectives	This course will provide a practical introduction to concepts such as product development in eco-businesses, pricing and distribution, and promotion in eco-businesses. Issues related to online presence and its most effective use by companies offering eco-products will also be discussed. During the exercises, students work on case studies and analyze a range of problem-solving tasks. They work individually and in groups.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student independently proposes solutions to specific problems related to marketing in ecological business.	[SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	The student understands the need for collaboration. Solves marketing-related problems in an eco-friendly business as part of a team.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure	the student understands the need to communicate skillfully with the ecological business environment using marketing tools	[SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them at an advanced level	The student has knowledge of various types of economic and social ties and relations applicable in business and marketing and the rules governing them at an advanced level.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[BiTEMU2_W08] provides an in-depth description of the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	The student describes in depth the principles of creating and developing forms of individual entrepreneurship related to ecological business, uses knowledge of marketing to analyze phenomena related to this business	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student understands the need to properly prioritize, plan and organize tasks related to marketing in an ecological business.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	The student has knowledge of the relationships, entities, structures and institutions related to marketing and ecological business.	[SW4] test/exam - oral or written
	[BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences.	The student describes in depth the relationship between marketing and ecological business.	[SW5] implementation of a problem task
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	The student uses various forms and scope of acquired marketing knowledge in practice, supplementing it with a critical analysis of its effectiveness and usefulness.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions.	By participating in problem-solving related to marketing and environmental business, students understand the need to reconcile legal, economic, ecological, political, and social requirements. They demonstrate the ability to plan their own development, work collaboratively, take responsibility for their actions, and formulate opinions.	[SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student independently analyzes phenomena and processes related to ecological business, performs a theoretical assessment of these phenomena in areas related to marketing,	[SU4] test/exam - oral or written [SU8] observation of student's independent or team work

Subject contents	1. organic market participants - reasons for segmentation of the organic market, segmentation of customers of organic products, characteristics of customers, indicator of relative and absolute market dynamics, statistics on users of organic products.2. product formation in organic business - product: structure and classification of products from the point of view of ecology (examples), SWOT analysis, PEST and Porter's five forces.3. price and distribution in organic business - price: methods of determining the price of organic products, factors affecting price differentiation of organic products, characteristics of product prices in the organic market (examples); distribution - distribution planning, functions and participants of distribution channels in the market of organic products.4. shaping elements of promotion in organic business - designing an effective promotional campaign of the enterprise, promotional strategies, functions and instruments used in the promotion of the offer of the enterprise taking into account ecology in its activities, indicators of effectiveness and efficiency of advertising and forms of advertising of an ecological product (examples), forms and ways of implementation and features of public relations in the market of organic products (examples), goals and ways of implementation of sponsorship in the market of organic products, criteria for the division of sponsorship (examples), features and tools of complementary promotion used in the market of organic products (examples), sales promotion against other instruments		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature		
		1. S. Zaremba-Warnke, Marketing Ekologiczny, Uniwersytet Ekonomiczny We Wrocławiu 2009	
		2. A. Leszczyńska, Absorpcja innowacji ekologicznych w przedsiębiorstwie, UMCS, 2011	
		3. Marketing wartości społecznych, [w:] Człowiek i społeczeństwo, (red.) W. Domachowski, Wydawnictwo Naukowe UAM, 2003	
		4. B. Pilarczyk, R. Nestorowicz, Marketing ekologicznych produktów żywnościowych, Wolters Kluwer, 2010	
		5. A. Rudnicka, CSR doskonalenie relacji społecznych w firmie, Wolters Kluwer, 2012	

	Supplementary literature	1. M. A. Leśniewski, Ekorozwojowe źródła konkurencyjności gmin w Polsce, CeDeWu, 2013 2. L. Chris, Firma zrównoważonego rozwoju, EMKA, 2008 3. Wspólna odpowiedzialność. Rola marketingu, (red.) N. Ćwik, Forum Odpowiedzialnego Biznesu, 2012 4. J. Adamczyk, Społeczna odpowiedzialność przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, 2009 5. J. Nakonieczna, Społeczna odpowiedzialność przedsiębiorstw międzynarodowych, Wydawnictwo Difin, 2008 6. P. Bryła, Marketing regionalnych i ekologicznych produktów żywnościowych, Wydawnictwo Uniwersytetu Łódzkiego 2015 7. P. Bryła, Wybrane aspekty strategii marketingowej dystrybutora zdrowej żywności - studium przypadku sklepu Słoneczko w Łodzi, Marketing i Zarządzanie 2016; 3 (44) 8. P. Bryła, Strategia marketingowa producenta żywności ekologicznej - studium przypadku firmy Eko Ar, Handel Wewnętrzny 2018; 2 (373)
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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