

Subject card

Subject name and code	Marketing for Managers, PG_00173208						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		15.0		30.0	75
Subject objectives	To make students familiar with the contemporary mechanisms of market competition						
	To teach students how to use basic marketing tools in practice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_U04] can formulate and test hypotheses related to simple research problems in the field of international business using appropriately selected methods and tools	a student can formulate and test hypotheses related to simple research problems in the field of marketing. The student can develop questions and concerns related to task completion and deepen their understanding of the content during consultations with the teacher.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	a student knows selected areas in marketing of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	a student is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to marketing. The student plans and organizes both individual and group work, including the use of consultations as a form of support for learning and project preparation.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	a student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	– a student knows and understands the marketing related issues and theoretical aspects of managing a business entity on the international market.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	a student can communicate in an international and culturally diverse environment, using advanced terminology of marketing.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	1. BASICS OF INTERNATIONAL COMPETITION. INTRODUCTION 2. STRATEGIC BUSINESS ANALYSIS Porters 5 Forces of Competition. Sectoral analysis. SWOT analysis. 3. FOREIGN MARKET ENTRY STRATEGY Modes of market entry. Export. Licensing and Franchising. Wholly owned subsidiaries. 4. MARKET SEGMENTATION Segmentation criteria. Market segment attractiveness and selection. Target groups. Market niche. 5. PRODUCT POLICY Product mix. Product life cycle. BCG Matrix. 6. BRANDING STRATEGY. CORPORATE IDENTITY Brand building. Strong brand attributes. Brand equity. Brand extention strategies. 7. PRICING AND DISTRIBUTION POLICY Basic price level. Special pricing offers. Traditional vs on-line distribution. Private labels. 8. RULES OF MARKET COMMUNICATION Main communication message. Target audience. Media selection 9. BUSINESS PLAN Executive summary. Business plan structure. 10. CUSTOMER RELATIONSHIP MANAGEMENT Customer loyalty. Loyalty programmes. Loyalty measures		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	0.0%	50.0%
	Individual or group project	0.0%	20.0%
	Activity during classes	0.0%	30.0%

Recommended reading	Basic literature	1. P. Doyle, Value Based Marketing, Wiley&Sons, 2000 2. P. Kotler, Marketing Management, any edition dated after 1998. 3. Ch.Fill, Marketing Communications, Prentice Hall 2000 4. G. Albaum, E. Duerr, J. Strandkov, International Marketing and Export Management, Prentice Hall 2005.
	Supplementary literature	J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.