Subject card

Subject name and code	Marketing, PG_00188078		
Field of study	International Business		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor’s studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	3	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Tomasz Konewka	
	Teachers		

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	30.0	0.0	90
	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	90	0.0	10.0	100

Subject objectives	The aim of the course is to familiarize students with the fundamental marketing concepts, tools and strategies used by companies in domestic and international markets and to develop their ability to analyse marketing problems.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_K04] is ready to think and act in an entrepreneurial manner in the international business environment.	The student is ready to cooperate in marketing projects and seek solutions addressing customer needs and challenges occurring in domestic and international markets.	[SK2] presentation/project/paper/report
	[IBL3_W08] knows and understands the concepts and principles of intellectual property protection and their importance for managing intangible assets of enterprises in the international business environment.	The student knows and understands the importance of brands, corporate image, and other intangible assets in creating value and competitive advantage for firms, as well as the basic principles of their protection.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[IBL3_U02] is able to formulate and solve complex problems related to international business by applying quantitative and qualitative research methods used in economics, finance and international business.	The student is able to identify and analyze marketing problems and propose solutions related to market segmentation, product, brand, distribution, pricing, and marketing communication.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[IBL3_W04] knows and understands at an advanced level the main processes occurring in the global economy and their impact on markets and enterprises operating in the international environment.	The student understands the influence of the market environment, customer needs, and competitive processes on firm operations and the development of marketing strategies in domestic and international markets.	[SW4] test/exam - oral or written

Subject contents	Lectures (30 hours) 1. INTERNATIONAL MARKETING ENVIRONMENT Value created by marketing. Customer needs. Megatrends in market competition. Porter’s Five Forces Model. 2. MARKET SEGMENTATION Market segments. Principles of market segmentation. Market selection procedures. Target groups. The concept of a market niche. 3. COMPETITIVE STRATEGIES The marketing mix concept. SWOT analysis. Ansoff’s Market Expansion Matrix. 4. PRODUCT STRATEGY Product development. Product assortment decisions. Stages of the product life cycle. BCG Matrix. Product standardisation and adaptation in the international environment. 5. BRAND STRATEGY Global branding. Corporate culture and identity. Building a corporate image. Brand positioning. Determinants of brand value. Customer loyalty, brand loyalty and the loyalty ladder. 6. BRAND ARCHITECTURE Umbrella brands and multi-brand products. Brand positioning. Branding challenges in mergers and acquisitions (M&A). Distributor brands. Private label brands. Local and international brands. 7. DISTRIBUTION STRATEGY Distribution channels. Direct and indirect distribution. The growing role of retailers. New trends in online distribution. 8. PRICING STRATEGY Factors affecting pricing policy. Fixed and variable costs. Pricing strategies: economy, penetration, skimming and premium pricing. 9. SERVICES MARKETING The intangible nature of services. The 7P marketing mix. Loyalty programmes. Net Promoter Score (NPS). 10. MARKETING COMMUNICATION Communication strategy. Marketing communication mix. Media selection. Unique Selling Proposition (USP). Stages of an advertising campaign. 11. PUBLIC RELATIONS AND SALES PROMOTION Advertising versus public relations. Examples of successful PR campaigns. Sales promotion techniques.

Social media as a marketing communication channel.

Classes (30 hours)
1. Analysis of a Company's Marketing Orientation

Market orientation of a company. Marketing environment. Marketing management. B2C, B2B and non-profit marketing. Analysis of marketing activities of selected organisations.

2. Analysis of a Company's Situation

Business mission and corporate objectives. SWOT and PEST analyses. Marketing plan. Decision-Making Unit (DMU). Company case study analysis.

3. Market Segmentation and Target Market Selection

Segmentation criteria. B2C and B2B market segmentation. Identification of target groups. Marketing mix (4P). Designing segmentation strategies for selected products or services.

4. Analysis of Product and Brand Strategies

Product life cycle. BCG Matrix. Brand equity. Brand positioning. Analysis of product and brand strategies based on selected examples.

5. International Marketing

Segmentation of international markets. Assessment of foreign market attractiveness. Foreign market entry modes. Case study analysis.

6. Marketing Communication and Promotional Activities

Brand awareness. Analysis of promotional activities undertaken by companies. Marketing metrics: GRP, OTH, OTS, reach, frequency, CPT, CPP and SOV. Evaluation of the effectiveness of marketing campaigns.

Team Project (30 hours)

Team project topics will be provided by the instructor at the beginning of the semester. The project is carried out in teams and focuses on the analysis of a selected company, product, brand, market, or marketing-related issue in a domestic or international context.

As part of the project, students identify and analyse marketing challenges, apply appropriate analytical tools, and develop marketing solutions supporting the achievement of organisational objectives. The project outcome may take the form of a marketing campaign concept, communication strategy, market analysis, marketing action plan, case study, or another project assignment specified by the instructor.

The project concludes with a team presentation of the results.

Prerequisites and co-requisites

Entry requirements

Basic knowledge of business operations, consumer behaviour and market mechanisms.

Course Completion Requirements:

A final course grade may be awarded only upon successful completion of all course components, including lectures, classes, and the project. Passing each component is a mandatory requirement for passing the course.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project - presentation	51.0%	25.0%
class assessment (test, problem-solving task)	51.0%	25.0%
written exam	51.0%	50.0%

Recommended reading

Basic literature	Kotler, P., Armstrong, G., & Balasubramanian, S., *Principles of Marketing*, Pearson, 20th ed., 2027, or any edition published after 2012. Kotler, P., Keller, K. L., *Marketing Management*, Pearson, 16th ed., 2021, or any edition published after 2012. Doyle, P., *Value-Based Marketing*, Wiley & Sons, 2000. Selected scientific articles provided by the instructor during the course.

	Supplementary literature	1. 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. 2. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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