University of Gdańsk

Subject card

Subject name and code	Financial Marketing and Investor Relations, PG_00178655		
Field of study	Finance and Accounting		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group 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	3	Language of instruction	English
Semester of study	6	ECTS credits	4.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Marketing -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Sylwia Badowska	
	Teachers		

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45	4.0	51.0	100

Subject objectives	The course aims to deepen students' knowledge of marketing principles and investor relations in the financial environment to develop analytical and practical skills in recognizing, assessing, and interpreting complex phenomena occurring in the market environment and their impact on financial organizations.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_W03] The student knows and understands, to an advanced degree - from the perspective of finance and accounting - the internal and external relations of institutions and organizations with particular emphasis on financial security systems.	The student defines and interprets the relationship with stakeholders by using methods to establish and maintain investor relations, employing specific marketing tools.	[SW4] test/exam - oral or written
	[FiRL3_U01] The student can analyze and interpret socio-economic processes and phenomena—from the finance and accounting perspective—using knowledge and tools from management, quality sciences, economics, and finance.	The student identifies and analyzes complex decision-making problems in the field of marketing and investor relations using advanced tools to provide solutions for market relations.	[SU2] presentation/project/paper/ report
	[FiRL3_W04] The student has advanced knowledge and understanding of the role and place of man in financial structures and his behaviour in organisations, both at the individual, group, and institutional levels.	The student possesses in-depth knowledge and understanding of the roles of consumers, investors, and managers in the financial environment, as well as their impact on marketing decisions within the financial sector.	[SW4] test/exam - oral or written
	[FiRL3_U06] The student can use and integrate knowledge from management and quality sciences, as well as economics and finance, to resolve dilemmas and solve complex problems that arise in professional work in finance and accounting.	The student manages to use and integrate knowledge in the field of marketing and investor relations, management, economics, and finance to analyze and resolve complex or unusual decision-making dilemmas arising in relations between organizations and a dynamic market environment, proposing appropriate solutions in a financial environment.	[SU2] presentation/project/paper/ report

Subject contents

1. Marketing theory and/or practice
2. Relationship marketing
3. Financial services marketing
4. Today's and tomorrow's shareholders and their investment philosophies
5. The role of investor relations and financial communication
6. Crisis communication
7. Ethics in financial communication and investor relations
8. Conferences for shareholders and the press
9. Sharing financial information
10. Decision-making on financial briefings
11. Submission and publication of reports
12. Investment presentations and roadshows

Prerequisites and co-requisites

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	Projects / tasks carried out as part of the course	51.0%	50.0%
Recommended reading	Basic literature	1. Ph. Kotler,G. Armstrong, S. Balasubramanian, Principles of Marketing, Pearson; 19th edition, 2023 2. Guimard, A. (2013). Investor Relations: Principles and International Best Practices in Financial Communications, Palgrave Macmillan. 3. Bragg, S. M. (2008). Investor relations: The comprehensive guide. Accounting Tools.	
	Supplementary literature	Materials developed by lecturers.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Analyse the impact of complex processes occurring in the market financial environment (e.g. technological, regulatory, social changes) on the choice of marketing tools for a selected financial organization. Present strategic recommendations that take into account an innovative approach to stakeholder relations. 2. Identify a complex decision-making problem in the area of financial investor relations marketing and develop an appropriate and innovative solution using knowledge of marketing, management, economics, and finance.		
Work placement	Not applicable		

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