

Subject card

Subject name and code	Marketing Tools & Techniques, PG_00178431						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			7.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Sylwia Kuczamer-Kłopotowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	8.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	The purpose of the course is to familiarize students with the concepts of marketing instrument sets, to teach the management of marketing mix tools and the construction of the organization's marketing instruments.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.		The student correctly uses knowledge of marketing instruments in solving problem tasks in response to market needs and management decisions.			[SU2] presentation/project/paper/report [SU5] implementation of a problem task	
	[ZARZL3_W03] The student has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning.		The student correctly identifies, characterizes and evaluates the creation of relationships between an organization and its customers in a marketing context, correctly using advanced instruments of market influence.			[SW4] test/exam - oral or written [SW5] implementation of a problem task	
	[ZARZL3_U11] The student can engage and collaborate in teams, assuming different roles.		The student assumes the indicated roles and takes on the role of a leader for selected parts of the tasks in order to jointly solve the problem task.			[SU2] presentation/project/paper/report [SU5] implementation of a problem task	

Subject contents	<p>Development of the concept of marketing instruments (4P, 4C, new 4P, 8P)</p> <p>From consumer needs to the product</p> <p>Product policy tools</p> <p>Pricing policy tools</p> <p>Distribution policy tools</p> <p>Promotion policy tools</p> <p>Marketing instruments for the specificity of services</p> <p>Development of new marketing instruments</p> <p>Legal and ethical aspects of the use of marketing instruments</p> <p>Examples of the use of marketing instruments in business practice</p> <p>Preparation and development of the concept of marketing instruments for the market offer of a selected company</p>														
Prerequisites and co-requisites	Basic knowledge of management, acquired during first-cycle studies.														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="448 1043 794 1077">Subject passing criteria</th> <th data-bbox="794 1043 1141 1077">Passing threshold</th> <th data-bbox="1141 1043 1477 1077">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1077 794 1111">exam / written test</td> <td data-bbox="794 1077 1141 1111">51.0%</td> <td data-bbox="1141 1077 1477 1111">50.0%</td> </tr> <tr> <td data-bbox="448 1111 794 1193">preparation of partial problem-solving assignments and presentation</td> <td data-bbox="794 1111 1141 1193">51.0%</td> <td data-bbox="1141 1111 1477 1193">30.0%</td> </tr> <tr> <td data-bbox="448 1193 794 1256">project preparation and presentation</td> <td data-bbox="794 1193 1141 1256">51.0%</td> <td data-bbox="1141 1193 1477 1256">20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	exam / written test	51.0%	50.0%	preparation of partial problem-solving assignments and presentation	51.0%	30.0%	project preparation and presentation	51.0%	20.0%
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>1. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer.</p> <p>2. Nowe 4P marketingu : ludzie, procesy, programy, dokonania / Wioleta Dryl, Tomasz Dryl, Urszula Kępcowska, Warszawa : CeDeWu, 2023</p> <p>Materials prepared by lecturers.</p>													
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Define the role and function of the marketing mix in marketing activities 2. Compare the specifics of advertising and PR 3. Identify the difference in the characteristics of products in the consumer and industrial markets 														
Work placement	Not applicable														

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