

Subject card

Subject name and code	Strategic Marketing, PG_00177825						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Master'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	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			4.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Dziadkiewicz, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	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		3.0		52.0	100
Subject objectives	The aim of the course is to deepen students' knowledge of strategic marketing principles and, thanks to this knowledge, develop their analytical skills in recognizing, evaluating, and interpreting complex phenomena occurring in the market environment and their impact on the organization.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_K01] Is prepared to gain and enhance the knowledge required to solve both cognitive and practical problems, particularly in the areas of management and quality sciences. Additionally, the student is capable of critically evaluating the knowledge and content received and will seek guidance from experts if they encounter difficulties in resolving a problem independently	The student is ready to independently and systematically deepen their knowledge of strategic marketing and critically evaluate information and solutions, including using expert opinions and specialist sources when analyzing complex decision-making and strategic problems of organizations in a dynamic market environment.	[SK2] presentation/project/paper/report
	[ZARZMU2_U02] Can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions	The student identifies complex decision-making problems and strategic challenges in the field of marketing resulting from the organization's relations with a dynamic environment and proposes adequate, including innovative, strategic solutions that take into account market volatility, stakeholder behavior, and macroeconomic trends.	[SU2] presentation/project/paper/report
	[ZARZMU2_U06] Can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings	The student is able to use and integrate knowledge in the field of strategic marketing, management, economics, and finance to analyze and resolve complex or unusual decision-making dilemmas arising in the area of an organization's relations with a dynamic market environment, proposing adequate and innovative strategic solutions.	[SU2] presentation/project/paper/report
	[ZARZMU2_W03] Possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning	The student has an in-depth knowledge and understanding of the principles of analyzing and evaluating an organization's relations with its market environment and stakeholders, is able to interpret complex processes occurring in a competitive, market, and social environment, and predict their impact on an organization's marketing strategies.	[SW4] test/exam - oral or written
	[ZARZMU2_W06] Possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management and quality sciences, economics and finance	The student has an in-depth knowledge and understanding of the principles of rational strategic decision-making in marketing, using analytical approaches, strategic models, and tools supporting decision-making processes in resource and marketing management, based on knowledge of management, economics, and finance.	[SW4] test/exam - oral or written
Subject contents	Lectures: • Introduction to strategic marketing • Environment and market analysis • Analysis of company resources and potential • Segmentation, targeting, positioning (STP) from a strategic perspective • Marketing strategies at the corporate, business, and product levels • Product and brand portfolio management • Marketing in the era of digital transformation and sustainable development • Marketing strategy planning and control Recitations: • Macroenvironment and sector analysis (PESTEL, Porter's 5 forces) • SWOT/TOWS analysis of a selected company • Market segmentation and target market selection • Development of a marketing strategy for a selected company • Presentation of marketing strategy projects and critical discussion		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Completion of a final project - project or presentation	51.0%	40.0%
	Written test	51.0%	60.0%
Recommended reading	Basic literature	1. Ph. Kotler, K. Hermawan, I. Setiawan (2024). Marketing 6.0. Przyszłość jest immersyjna, Wyd. MT Biznes. 2. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer. 3. Pomykalski, A. (2000). <i>Strategie marketingowe</i>. Wydawnictwo Politechniki Łódzkiej. 4. Pomykalski, A. (2001). <i>Nowoczesne strategie marketingowe: analiza konkurencji i konsumentów, misja i cele, elementy otoczenia, wybór rynku, rodzaje strategii marketingowych, strategia eksportowa, kryteria finansowe, planowanie sprzedaży, internetowa strategia marketingowa</i>. Infor.	
	Supplementary literature	• H. Mruk, A. Sawicki (grudzień 2024). Marketing. Koncepty i doświadczenia. Wyd. Bernardinum. ISBN: 978-83-8333-296-3 (https://www.researchgate.net/publication/386378048_Marketing_Koncepty_i_doswiadczenia) • Online Marketing Journal: https://o-m.pl/artykul/podsumowanie-2024-i-trendy-2025-okiem-iab-polska	
	eResources addresses		
Example issues/ example questions/ tasks being completed	• Analyze the impact of complex processes occurring in the market environment (e.g., technological, regulatory, and social changes) on the marketing strategy chosen by the organization. Present strategic recommendations that take into account an innovative approach to stakeholder relations. • Indicate which sources of knowledge and expert authorities should be taken into account when critically assessing marketing decisions in conditions of high uncertainty and volatility. Assess how a critical attitude and the use of expert opinions can influence the effectiveness of strategic decisions. • Identify a complex decision-making problem in the area of strategic marketing (e.g., related to entering a new market or launching a new brand) and develop an appropriate and innovative solution using knowledge in the fields of marketing, management, economics, and finance.		
Work placement	Not applicable		

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