

Subject card

Subject name and code	Marketing, PG_00148634						
Field of study	Psychology						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2027/2028	
Education level	uniform 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	2	Language of instruction				Polish	
Semester of study	4	ECTS credits				2.0	
Learning profile	academic	Assessment form				exam	
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Robert Bęben				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		10.0		30.0	55
Subject objectives	The aim of the lecture is to provide students with basic knowledge in the field of marketing enabling a better understanding of customer behavior and active cooperation in developing and implementing marketing strategies.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PSYCHJ5_U07] He/she has in-depth skills of observing, diagnosing, rationally assessing complex psychological situations and analysing motives and patterns of human behaviour.	nie dotyczy	[SU4] test/exam - oral or written
	[PSYCHJ5_K08] He/she is aware of the ethical dimension in scientific research.	nie dotyczy	[SK1] oral statement/conversation/discussion
	[PSYCHJ5_W08] He/she has in-depth and expanded knowledge of the psychological foundations of human functioning.	nie dotyczy	[SW4] test/exam - oral or written
	[PSYCHJ5_U08] He/she is able to efficiently use selected theoretical approaches to analyse the undertaken practical activities.	nie dotyczy	[SU4] test/exam - oral or written
	[PSYCHJ5_W05] Has a structured and in-depth knowledge of the specialization of psychology, including terminology, theory, and methodology.	nie dotyczy	[SW4] test/exam - oral or written
	[PSYCHJ5_K05] He/she is convinced of the necessity and importance of behaving in a professional manner and adheres to the principles of professional ethics; he/she sees and formulates moral problems and ethical dilemmas related to his/her own and someone else's work; he/she seeks optimal solutions and the possibility of correcting incorrect psychological actions.	nie dotyczy	[SK1] oral statement/conversation/discussion
	[PSYCHJ5_U01] He/she has in-depth skills of observing, searching, and processing information on social phenomena of various nature, using various sources and interpreting them from the point of view of psychological and health problems.	nie dotyczy	[SU4] test/exam - oral or written
[PSYCHJ5_W04] He/she has an in-depth and structured knowledge of the subject, methodological and statistical specificity of psychology (he/she knows the main strategies and methods of applied research in social sciences and humanities; he/she knows the map of positions and methodological approaches, he/she knows the basic methods of statistical analyses to conduct research in psychology).	nie dotyczy	[SW4] test/exam - oral or written	
Subject contents	Concept and principles of marketing and marketing management, market segmentation, elements of marketing mix, elements and mutual interaction of enterprise environment factors, purchasing decision making process of individuals and organizations; aims and basic methods of marketing research.		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	E.Michalski, Marketing. Podręcznik akademicki, PWN, Warszawa 2022 Marketing. Podręcznik akademicki, red. Z. Waśkowski, Wydawnictwo UEP, Poznań 2022.	
	Supplementary literature	C.Rapaille, Kod kulturowy. Jak rozumieć preferencje współczesnego konsumenta, motywacje wyborców czy zachowania tłumu, przykład R.Paprocki, MT Biznes, Warszawa 2019; Ph. Kotler, H.Kartajaya, I.Setiawan, Marketing 6.0., John Wiley & Sons, Inc, New Jersey 2024	

	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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