

Subject card

Subject name and code	Strategic and marketing management, PG_00198290						
Field of study	Genetics and Experimental Biology						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Humanistic-social subject group		
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			1.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Renata Płoska				
	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		3.0		7.0	25
Subject objectives	To familiarise students with the key issues in strategic and marketing management, including methods of analysing the environment and the potential of the enterprise and the tools of marketing strategy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[GBEL3_W10] The graduate understands contemporary civilizational dilemmas related to the development of biology and biotechnology. The graduate knows and understands the principles of entrepreneurship, research commercialization, intellectual property protection, and technology transfer.	Has knowledge of innovation processes in the company, new product development activities, their importance and principles of conduct.	[SW4] test/exam - oral or written
	[GBEL3_W11] The graduate knows and understands the legal, organizational, ethical, and entrepreneurship-related aspects of conducting and implementing research in the field of genetics and experimental biology.	Has knowledge of the company's business and marketing strategy, including the company's research and development activities and their determinants.	[SW4] test/exam - oral or written
	[GBEL3_K01] The graduate is prepared to: use of theoretical knowledge in laboratory and production practice	Is ready to put knowledge of strategic and marketing management into practice.	[SK1] oral statement/conversation/discussion
	[GBEL3_K03] The graduate is prepared to; think and act in an entrepreneurial manner.	Is ready to apply his knowledge of strategic and marketing management in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion
	[GBEL3_U04] The graduate is able to: read scientific texts in English and Polish with comprehension, synthesise the knowledge they contain, prepare well-documented papers on biological problems and on the commercialisation of research.	Is able to describe the specifics of marketing and strategic management activities, including in the area of new technology and product development.	[SU1] oral statement/conversation/discussion
[GBEL3_U08] The graduate is able to: study the literature independently and plan your own career path.	Is able to study the literature on the subject independently and use the knowledge gained in statements on strategic and marketing management.	[SU1] oral statement/conversation/discussion	
Subject contents	Strategic management - essence, elements, stages. Strategic analysis. Strategic planning. Strategy implementation and strategic control. Marketing management - essence. Contemporary trends in marketing. Purchaser behaviour in the market. Target market selection. Product strategies. Pricing strategies. Distribution strategies. Promotion strategies. Personnel as part of the marketing strategy.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	M. Romanowska, Planowanie strategiczne w przedsiębiorstwie [Strategic planning in a company], PWE 2017. K. Obłój, Strategia organizacji [The organisation's strategy], PWE 2014. P. Kotler, G. Armstrong, Marketing. Wprowadzenie [Marketing. An introduction], Wydawnictwo Nieoczywiste, 2012.	

	Supplementary literature	<p>K. Janasz, W. Janasz, K. Koziół, K. Szopik, Zarządzanie strategiczne: koncepcje, metody, strategie [Strategic management: concepts - methods - strategies], Difin 2008.</p> <p>M. Sławińska, H. Mruk, B. Pilarczyk, Marketing: koncepcje, strategie, trendy [Marketing: concept, strategies, trends], UE Poznań 2015.</p> <p>W. Wrzosek (red.), Strategie marketingowe [Marketing strategies], SGH Warszawa 2001.</p> <p>R. Płoska, Zasoby znaczenie i klasyfikacja [Resources - importance and classification], [w] P. Antonowicz (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, UG 2020</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Stages of strategic management.</p> <p>Macro-environment analysis.</p> <p>Analysis of micro-environment.</p> <p>Analysis of strategic potential.</p> <p>SWOT analysis.</p> <p>Development strategies.</p> <p>Business level strategies.</p> <p>New product development.</p> <p>Technology life cycle.</p> <p>Promotion instruments.</p>	
Work placement	Not applicable	

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