University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00198972		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor'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	2	Language of instruction	Polish Polish
Semester of study	4	ECTS credits	5.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Dariusz Tłoczyński, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	0.0	30.0	0.0	90

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	90	0.0	35.0	125

Subject objectives

1. to learn the essence of marketing

2. to learn the principles of conducting market segmentation

3. to acquire the skills of applying marketibg instruments

4. to acquire the skills of drawing up a marketing strategy

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and solves problems and applies various options for solutions in business practice	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Students are able to interact and work in a group, assuming various roles in it	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Student can use marketing instruments	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to correctly observe and interpret marketing situations and processes. The student is able to use basic theoretical knowledge and obtain data to analyse concrete market processes and situations	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students will be able to participate in the analysis and evaluation of alternative solutions to marketing problems and select instruments to solve them rationally.	[SU4] test/exam - oral or written
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has basic knowledge of processes, phenomena occurring in the marketing - market relations, has basic knowledge of marketing instruments.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents

1. The Evolution of Marketing • The essence, functions, and objectives of marketing • The role of marketing in shaping the market • The development of marketing concepts from 1.0 to 5.0 • The digital transformation of marketing
2. The Market Environment of the Enterprise, Market Analysis, and Strategic Analysis • Analysis of the microenvironment and macroenvironment of the enterprise • Market analysis: market size, market capacity, and market share • Analysis of competitors, stakeholders, and Porter's Five Forces • SWOT analysis and portfolio methods: BCG, GE/McKinsey, and Ansoff
3. Consumer Behaviour and the Customer Journey • The consumer purchasing decision-making process • Factors influencing consumer behaviour • The customer journey and customer touchpoints • Customer experience (CX) and customer satisfaction
4. Marketing Research and Data Analytics • Qualitative and quantitative research • Designing and conducting the research process • Big Data, Business Intelligence, and Marketing Analytics • The use of artificial intelligence in marketing research
5. Market Segmentation, Target Market Selection, and Positioning • Segmentation criteria for consumer and institutional markets • Target market selection strategies • Assessment of the attractiveness of market segments • Positioning of the product, brand, and enterprise
6. Value Marketing and the 4E Model • Value for the customer and the enterprise • Customer Value Proposition (CVP) • Relationship marketing and value co-creation • The 4E Model: Experience, Exchange, Everywhere, Evangelism
7. Product and Innovation Management • The product as a source of value for the customer • The product life cycle • Product portfolio management • Innovation and new product development
8. Pricing Strategies and Product Value Management • Objectives and functions of the enterprise's pricing policy • Pricing strategies for products and services • Customer perception of product value • Economic aspects of pricing policy: margin, profitability, and break-even point
9. Distribution, Marketing Logistics, and Omnichannel • Distribution channels and their organisation • E-commerce and sales platforms • Omnichannel marketing and the integration of sales channels • Marketing logistics and customer service
10. Integrated Marketing Communication • Advertising and traditional media • Public relations and corporate communication • Sales promotion and personal selling • Content marketing and storytelling
11. Brand Building and Brand Equity Management • Brand identity, personality, and image • Brand equity and brand value • Brand development strategies • Corporate reputation management
12. Digital Marketing • Websites and e-commerce • Search engine marketing: SEO and SEM • E-mail marketing and mobile marketing • Marketing automation and communication personalisation
13. Social Media Marketing and Influencer Marketing • Social media as a marketing communication tool • Social media communication strategies • Influencer marketing and the creator economy • User Generated Content (UGC) and building brand communities
14. Artificial Intelligence in Marketing • The origins of artificial intelligence in marketing • Personalisation of marketing communication • Chatbots, virtual assistants, and process automation • Ethical and legal aspects of using AI
15. Sustainable Marketing, International Marketing, and the Future of Marketing • ESG and sustainable marketing • International and cross-cultural marketing • Green marketing and corporate social responsibility • The future of marketing in the context of AI, digitalisation, and market uncertainty

The course consists of both scheduled classes and independent student work outside class. During their independent work, students complete projects under the guidance of, and in regular consultation with, the course instructor.

Prerequisites and co-requisites

Preliminary requirements: knowledge of basic economic issues

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
activity ex.	51.0%	10.0%
project ex.	51.0%	20.0%
test	51.0%	70.0%

Recommended reading

Basic literature

1. Ph. Kotler, M. Kotler, Przez marketing do wzrostu. 8 zwycięskich strategii, Dom Wydawniczy Rebis, Poznań 2013.

2. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012.

3. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011.

	Supplementary literature	1. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011 2. Wykorzystanie wyników badań marketingowych preferencji i zachowań transportowych na rynku transportu miejskiego - przykład aglomeracji gdańskiej, Grzelec Krzysztof, Marketing i Rynek, 2024, vol. 31, nr 5 selected papers about marketing
	eResources addresses	
Example issues/ example questions/ tasks being completed	marketing instruments Marketing research	
Work placement	Not applicable	

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