

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

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	[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	[SU4] test/exam - oral or written
	[EKONL3_U14] is able 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
	[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 [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	<ol style="list-style-type: none"> 1. Course topic The essence of marketing- Concept, conditions and assumptions of marketing functioning- Structure of the research and instrumental sphere of marketing- Evolution of marketing 2. Session topic Marketing and operating conditions - External and internal operating conditions - Dependent and independent operating conditions - Operating conditions and the structure of marketing 3. Course topic Fundamentals of marketing decisions - Searching for opportunities - SWOT analysis as a tool for selecting attractive courses of action - Portfolio methods 4. Class topic Consumer behaviour in the market - Models of consumer behaviour in the market - Factors characterising consumers as determinants of their behaviour in the market - Phases, types and types of pricing decisions 5. Class topic Market segmentation and product placement in the market- Concept, criteria and procedure of segmentation- Principles of target market selection- Concept, criteria and procedure of segmentation 6. Class topic Marketing research as part of a marketing information system- Concept and structure of a marketing information system- Essence, purpose, cycle, scope and types of marketing research- Size and methods of sampling 7. Class topic Product management- Concept, classification, levels, aspects and functioning of a product- Phases and types of product life cycle- Regulating the product life cycle 8. Class topic Price management- Marketing functions and tasks of price- Pricing process- Discounting and price differentiation 9. Class topic Distribution management- Concept and components of distribution- Shaping distribution channels- Distribution intensity 10. Class topic Marketing communication management- Concept, components and intensity of promotional activities- Functions, types and importance of advertising- Essence, types, role and determinants of direct selling 11. Class topic Management of marketing activities- Planning marketing activities- Marketing strategies- Organising and controlling marketing activities 12. Class topic Marketing of services- Specificity of services- Features of services- Role of services in marketing policy of enterprises 13. Class topic: Electronic marketing - Specifics of Internet marketing - Chat GPT <p>In order to deepen the concepts discussed during lectures, students have the opportunity to participate in consultations</p>		

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
	test	51.0%	100.0%
Recommended reading	Basic literature	<p>1. Ph. Kotler, M. Kotler, Przez marketing do wzrostu. 8 zwycięskich strategii, Dom Wydawniczy Rebis, Poznań 2013.</p> <p>2. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012.</p> <p>3. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011.</p>	
	Supplementary literature	<p>1. Marketing. Kluczowe pojęcia i praktyczne zastosowania, pod red. L. Garbarskiego, PWE, Warszawa 2011</p> <p>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</p> <p>selected papers about marketing</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>marketing instruments</p> <p>Marketing research</p>		
Work placement	Not applicable		

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