University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00199195						
Field of study	International Economic Relations						
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	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	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	Presenting the company's possibilities of operating in an international environment using various marketing tools. Presenting the possibilities of marketing management of a company in an international environment.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	student correctly identifies, diagnoses and resolves dilemmas and various variants of solutions related to the profession	[SK4] test/exam - oral or written
[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is ready to think and act in an entrepreneurial and creative manner when implementing projects. Projects are discussed and approved during consultations with the instructor and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	student is able to identify and analyze connections between economic entities and public institutions that are part of the national and international environment	[SU6] demonstration of practical skills
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	student has knowledge about man as an individual making economic decisions, operating in social structures and organizational units, in particular enterprises	[SW1] oral statement/ conversation/discussion
[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	student has advanced knowledge of managing a business entity on the international market	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[MSGL3_W13] has a knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	student has structured knowledge of the functioning of business entities in the national and international environment	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	student uses basic marketing techniques and tools to obtain and analyze data necessary in professional work in order to diagnose economic processes and make appropriate economic decisions. Any doubts arising during data analysis will also be resolved during consultations.	[SU4] test/exam - oral or written [SU6] demonstration of practical skills

Subject contents	1. INTERNATIONAL MARKETING ENVIRONMENT Value added by marketing. Customer needs. Mega trends in market competition. Porters model of 5 forces of competition. 2. MARKET SEGMENTATION Market segments. Segmentations bases. Market selection procedures. Target groups. The concept of market niche. 3.COMPETITIVE STRATEGIES The concept of Marketing Mix. SWOT analysis. Ansoff Matrix of market expansion strategies. 4. PRODUCT STRATEGY Product development. Product-mix decisions. Stages of product life cycle. BCG matrix. Standarization vs. adaptation in international environment. 5. BRANDING STRATEGY Branding on a global scale. Company culture and style. Building the company's image. Brand positioning. Brand value determinants. Customer loyalty / brand loyalty / loyalty stages. 6. BRAND ARCHITECTURE Umbrella brand vs multibranded products. Brand positioning. Branding dillemmas in M&A transactions. Distributors brands. The concept of private label. Local vs. international brands. 7. DISTRIBUTION STRATEGY Distribution channels. Direct vs indirect distribution. Growing role of the retailers. New trends in on-line distribution. 8. PRICING STRATEGY Factors influencing pricing policy. Fixed and variable costs. Pricing strategies: economy, penetration, market skimming and permium pricing. 9. MARKETING OF SERVICES Intangible nature of services. 7P marketing mix. Customer loyalty and loyalty programms. Net Promoter Score. 10. MARKETING COMMUNICATION Communication strategy. Communication mix. Media selection. Unique Selling Proposition. Stages in advertising campaign.

	11. PUBLIC RELATIONS AND SALES PROMOTION Advertising vs Public Relations. Examples of effective PR campaigns. Sales promotion techniques. Social media as a marketing communication channel.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	40.0%
written exam	51.0%	60.0%

Recommended reading

Basic literature	A.1. used during classes 1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000. 2. P. Doyle, Value Based Marketing, Wiley&Sons, 2000. A.2. self-study literature 1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.
Supplementary literature	1. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008. 2. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.
eResources addresses	
Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

Document generated electronically. Does not require a seal or signature.