University of Gdańsk

Subject card

Subject name and code	Marketing in Services, PG_00199268		
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 Optional subject group 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	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marcin Krzaczek	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	15.0	0.0	30

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	30	0.0	20.0	50

Subject objectives

Getting to know the essence and specificity of service business;

Presentation of the features of services and the specificity of marketing tools related to them;

Presentation of service classification criteria;

Participants will create a new service offer, anticipating the needs of potential customers, and design methods for promoting it.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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	is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failure, is able to identify threats occurring in the service industry and assess the risk of their occurrence	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGL3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	is able to communicate in an international and culturally diverse environment, using concepts from the field of international economic relations, and can design a service within it from a strategic perspective, consulting its assumptions and progress with the instructor during consultations and project blocks.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGL3_W11] has a knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) organizing the service industry (especially those on the international market)	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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	has knowledge about a person as an entity making economic decisions, operating in social structures and organizational units, in particular enterprises from the service industry or conducting individual service activities	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

The essence and specificity of service activities.

Features of the services.

Segmentation and classification of services.

Development and importance of the service sector.

Marketing mix in services and its specificity.

Distribution channels and strategies in services.

Service pricing strategies.

Advertising and promotion of services.

PR and sponsorship in services.

Customer service in services.

Prerequisites and co-requisites

Basic knowledge of marketing - definitions of concepts, elements of the marketing mix.

Communicative knowledge of English, including business English concepts.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	30.0%
work during classes	51.0%	30.0%
test	51.0%	40.0%

Recommended reading	Basic literature	A. Czubała, A. Jones, T. Smolen, J. W. Wiktor, Marketing usług, Wolters Kluwer, Oficyna Ekonomiczna, Cracow 2012. J. Dyczkowska, A. Oczachowska, D. Oczachowski, Marketing usług: podstawy teoretyczne i praktyka, Wydawnictwo Uczelniane Politechniki Koszalińskiej, Koszalin 2016. J. Mazur, Zarządzanie marketingiem usług, Difin, Warsaw 2002.
	Supplementary literature	K. A. Kłosinski, Światowy rynek usług w początkach XXI wieku, PWE, Warsaw 2011. A. Sernovitz, Marketing szeptany, Wolters Kluwer Polska, Warsaw 2011. M. Krzaczek, Sztuka gry na ludzkiej próżności, Gazeta Bankowa, 2010, vol. 4, pp. 55-59.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Proposing appropriate distribution channels for a company from a selected service industry. Presenting ways to extend the life cycle of given services - projects are discussed during discussions with other class participants and consultations with the lecturer and during project blocks.	
Work placement	Not applicable	

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