University of Gdańsk

Subject card

Subject name and code	Marketing Communication, PG_00199272		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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	3	Language of instruction	Polish
Semester of study	5	ECTS credits	4.0
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 Marcin Krzaczek	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	15.0	0.0	45

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	45	0.0	55.0	100

Subject objectives

After concluding the course, the student should be able to:

- indicate the elements of marketing communication and describe them;

- indicate the elements of brand management and methods of their application;

- create an outline of marketing communication for the selected organization;

- examine the effectiveness and efficiency of individual elements of marketing communication.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_W08] has a knowledge and understanding of the various dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	knows and understands the fundamental dilemmas of modern civilization, including sustainable development strategy and corporate social responsibility as a form of ethical marketing communication of enterprises	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[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 communicate in marketing way, identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[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	is able to identify and analyse the connections between economic entities and public institutions that are part of the national and international environment, as well as the forms of communication between them, using the theoretical knowledge acquired during classes and consultations, is able to critically evaluate these connections and messages and design directions for their further development or changes, consulting their assumptions with the lecturer during consultations and project blocks	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_W07] has knowledge and understanding of the types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the regularities that govern them, including the principles of functioning of the market, the market mechanism and communication of its entities with each other, both in the national and international aspect	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents	1. Characteristics of marketing communication goals functions strategies elements recipients 2. Brand management brand concept elements of brand management brand building strategy 3. Advertising characteristics of the advertising market advertising goals, functions and strategies advertising in new media assessment of the effectiveness and efficiency of activities 4. Promotion characteristics and functions of promotion sales promotion merchandising Loyalty programs 5. Public Relations characteristics functions tools 6. Sponsorship characteristic goals and functions types tools
Prerequisites and co-requisites	Basic knowledge of marketing - definitions of concepts, elements of the marketing mix: advertising, promotion, public relations, customer service, sponsorship, online marketing. Communicative knowledge of English, including business English concepts.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
final project	51.0%	25.0%
work and activity during classes	51.0%	35.0%
final test	51.0%	40.0%

Recommended reading

Basic literature	Komunikacja marketingowa, collective work under the editorship of MaciejaRydel, ODDK, Gdańsk 2001; Philip Kotler, Marketing: analiza, planowanie, wdrażanie i kontrola, Felberg SJA, Warsaw 1999; Maciej Rydel, Podręczny leksykon promocji: public relations, reklama, akwizycja, sales promotion (b.w.s.), merchandising, GFKM, Gdańsk 1998.
Supplementary literature	Marcin Krzaczek, Sztuka gry na ludzkiej próżności, Gazeta Bankowa, vol. 4, 2010, pp. 55-59.
eResources addresses	

Example issues/ example questions/ tasks being completed	Creating a promotional campaign for a selected company. Brand design for a company in a selected industry.
Work placement	Not applicable

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