University of Gdańsk

Subject card

Subject name and code	Product, Brand and Pricing Policy, PG_00199273						
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	3.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Bednarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	20.0	0.0	65
	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	65		0.0		10.0	75
Subject objectives	The student will have the opportunity to learn about the process of product and brand management and pricing policy in enterprises. The assumption of the course is to focus on practical marketing aspects using the Design Thinking method.						

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	The student is able to complete a project assignment in the areas of product, brand, and pricing management. They discuss their assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SK2] presentation/project/paper/ report
[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	The student has advanced knowledge of managing a business entity on the international market, knows and understands the strategies and marketing tools used in this management.	[SW4] test/exam - oral or written
[MSGL3_W13] has a knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of business entities in the field of product range and brand management as well as conducting pricing policy.	[SW4] test/exam - oral or written
[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student uses the theoretical knowledge in the field of marketing to analyze and evaluate the functioning of business entities on the international market in terms of product range and brand management and conducting pricing policy. The student also discusses substantive aspects of the presentation during consultation hours with the lecturer.	[SU2] presentation/project/paper/ report

Subject contents

1. Introduction to the Design Thinking method (what is Design Thinking, what influences the effectiveness of this work method, methods of arranging a work room in the design thinking method, building interdisciplinary teams), empathy, needs diagnosis, generating ideas and prototyping services, product design, brands and packaging using the DT method
2. Customer segmentation, target group
3. Product - definition and classification of products, product life cycle
4. Product innovation process - an example procedure for introducing a new product to the market, sources of ideas for new products, market analysis
5. Brand name - definition and meaning of brand names, brand name structure, brand name categories, process of shaping a new name, marketing slogan
6. Brand graphic sign - types, essence of color, lettering, shape
7. Packaging - packaging functions, packaging design (style, shape, material, size, graphic design, color symbolism), packaging modification
8. Product strategies - strategies used in individual phases of the product life cycle
9. Brand strategies (architecture) - individual brand, product line brand, product range brand, umbrella brand, hybrid brands, practice of creating brand architecture
10. Brand portfolio management - brand extension - causes, benefits, threats and procedures for brand extension, brand life extension - causes, benefits and threats
11. Market position analysis and brand valuation - brand share in the market, brand image research, concept and valuation of brand value, examples of the most valuable brands in the world and in Poland
12. Brands in retail - the essence of hypermarkets' own brands, their classification, specificity of packaging, market characteristics in selected countries
13. Global brands - essence, benefits of having global brands, adaptation and standardization, product categories susceptible to creating global and local brands, differences in the perception of colors in the world, intercultural differences in advertising

Prerequisites and co-requisites

Assessment methods and criteria

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

Recommended reading	Basic literature	1. J. Bednarz, *Prosumpcja jako rezultat zmian zachodzących w zachowaniach konsumentów na przykładzie przemysłu spożywczego*, Współczesny konsument w strategiach przedsiębiorstw międzynarodowych, "Studia Oeconomica Posnaniensia" 2017, vol. 5, no. 1, pp. 7-24. http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017 2. S. Urban, A. Kowalska, A. Olszańska, J. Szymańska, *Zarządzanie produktem: problemy teoretyczne i praktyczne*, Wydawnictwo Uniwersytetu Ekonomicznego, Wrocław 2017. 3. J. Bednarz, *Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego*, [w:] *Konkurencyjność polskich producentów żywności i jej determinanty (1)*, red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134. 4. I. Rutkowski, *Strategie produktu*, PWE, Warszawa 2011. 5. P. Kotler, K.L. Keller, *Marketing Management*, Pearson, any year of publication.
	Supplementary literature	1. J. Bednarz, *Proces wprowadzania nowych produktów konsumpcyjnych na rynek*, red. H. Treder, Prace i Materiały IHZ nr 20, Fundacja Rozwoju UG, Sopot 2005, s. 80-89. 2. J. Bednarz, *Zarządzanie marką produktów przez współczesne przedsiębiorstwa*, w: *Dylematy i perspektywy rozwoju współczesnych przedsiębiorstw*, red. J. Fryca i D. Wach, PTE Oddział Gdańsk, Klub Młodego Ekonomisty, Gdańsk 2007, s. 55-64. 3. J. Bednarz, *Wprowadzanie nowych produktów spożywczych na rynek typu business to business*, Ogólnopolski Informator Masarski, 2008 nr 3 (151), s. 84-89. 4. S.E. Lorimer, P. Sinha, A.A. Zoltners, *Zwiększanie efektywności działu sprzedaży*, Wydawnictwo Wolters Kluwer, Warszawa 2013. 5. J. Bednarz, *Znaczenie ochrony znaków towarowych w budowaniu przewagi konkurencyjnej przedsiębiorstw*, w: *Problemy współczesnej gospodarki*, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 27, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2009, s. 181-190. 6. J. Kall, *Silna marka. Istota i kreowanie*, PWE, Warszawa 2001. 7. J. Bednarz, *Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego*, [w:] *Konkurencyjność polskich producentów żywności i jej determinanty (1)*, red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134. 8. B. Lawley, G. Cohen, *42 rules of product management learn the rules of product management from leading experts from around the world*, Super Star Press, California 2010. 9. P. Trott, *Innovation management and new product development*, Pearson, Harlow 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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