University of Gdańsk

Subject card

Subject name and code	Marketing Indicators, PG_00199275		
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	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 Marek Reysowski	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	0.0	0.0	15

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	15	2.0	33.0	50

Subject objectives

The main objective of the course is to familiarise students with the basic marketing indicators describing the market situation of a company and to impart the ability to analyse and properly interpret these indicators.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student understands the relationships between economic agents and knows how to describe them using marketing indicators.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student has advanced knowledge of marketing indicators describing the structure of players and markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	Using relevant marketing indicators, the student is able to identify the risks associated with the business. Doubts about the interpretation of indicators are discussed during consultations with the instructor.	[SU1] oral statement/conversation/ discussion [SU4] 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	Using knowledge of the relevant marketing indicators, the student thinks and acts in an entrepreneurial way and takes up the challenge of creative thinking.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>1. Indicators for assessing the company's situation at strategic levela) market shareb) sales growth ratec) indicators of customer loyalty, customer satisfaction 2. Indicators for sales management and distributiona) numerical distributionb) weighted distributionc) 12-month sales trendd) brand share at point of sale 3) Indicators in marketing communicationa) recall, recognition, TOMb) recall, recognition of advertisingc) advertising reach, advertising frequencyd) OTS, OTH, GRPe) CPT, CPP</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Test</td><td>51.0%</td><td>70.0%</td></tr>
<tr><td>Personal involvement</td><td>51.0%</td><td>30.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Literatura podstawowa:
1. Wskaźniki marketingowe, red. Robert Kozielski, Oficyna Ekonomiczna, Kraków 2004
2. D. Blanchard, D. Lesceux, Les Panels, Dunod, Paryż 1995
3. Komunikacja marketingowa, red. M. Rydel, ODDK, Gdańsk 2001
4. M. Rydel, Podręczny leksykon promocji, GFKM, Gdańsk 1998</td></tr>
<tr><td>Supplementary literature</td><td>M. Reysowski, Caro - strategia dystrybucji, w: Marketing studia przypadków, red. A. M. Nikodemska-Wołowik, Wydawnictwo UG, Gdańsk 2002.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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