University of Gdańsk

Subject card

Subject name and code	Comprehensive Identity, PG_00199687						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master'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	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemska-Wołowik				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	35.0	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		60.0	125
Subject objectives	Preparing students to use the forms and means of creating an enterprise's identity and practical using these tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations	The student understands the fundamentals influence dilemmas globalization and contemporaries international relations economic for construction organization's identity. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of CI tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to be active participating in groups, organizations and institutions implementing professional projects regarding functioning of entities economic conditions globalization and process development integration. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of CI tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	The student is able to recognize the types risks associated with construction the identity of the organization in international environment and determine their consequences and containment methods. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of CI tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	The student is able to solve functioning tasks entities economic on the market international, adapting methods and tools to build comprehensive systems identification. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of CI tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU8] observation of student's independent or team work

Course outcome	Subject outcome	Method of verification
[MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	Regarding shaping organizational identity, student understands the principles of the scope protection of intellectual property (industrial) and law copyright and understands the need for management property resources. intellectual. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of CI tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

The classes cover topics such as:1. Identity and image of an organization.2. Evolution and importance of IC. 3. The place of IC in the integrated marketing communication system.4. System and IC program.5. Elements of the IC system as components of intangible assets of an enterprise.6. Intellectual property protection - including: trademarks, industrial designs, copyrights.7. Reasons for implementing the IC program.8. Stages of the IC program.9. Benefits of implementing IC.10. The role of marketing research.11. Identification management.12. IC advisors on the Polish and global market.

Any doubts arising during the project will be addressed during the project hours.

Prerequisites and co-requisites

- knowledge of the basics of functioning of an enterprise in an international environment, ability to use basic marketing communication tools, knowledge basic principles of business ethics, ability to work in a group,- knowledge of issues in the field of: marketing, marketing research, marketing communication.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
presentation of the project as a team work	51.0%	50.0%
team work - written project	51.0%	50.0%

Recommended reading

Basic literature	**BASIC LITERATURE**1. Building CI, Image and Reputation in the Digital Era, praca zbiorowa pod red. T.C. Melewar, Ch. Dennis, P.Foroudi,Routledge 2021.2. Nikodemska-Wołowik A.M., Komunikowanie tożsamości rynkowej w otoczeniu międzynarodowym, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008.3. Nikodemska-Wołowik A.M, Budowa długookresowej tożsamości przedsiębiorstwa na rynku zagranicznym, rozdział w: Marketing eksportowy małych i średnich przedsiębiorstw w regionie Południowego Bałtyku, praca zbior. pod red.H.Treder i P.Kulawczuka, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2012.
Supplementary literature	**SUPPLEMENTARY LITERATURE**1. Włoszczynski A.L., Po co ci logo 2: Ciąg dalszy, Wyd. e-bookowo, 2021.2. Olins W., Brand New. The Shape of Brands to Come, Thames & Hudson, 2014.
eResources addresses	

Example issues/ example questions/ tasks being completed

e.g. - the role of marketing research in creating CI systems.

Work placement

Not applicable

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