University of Gdańsk

Subject card

Subject name and code	Marketing Strategies, PG_00199690						
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	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	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	Learning the basic marketing strategies of enterprises and creating them independently. Evaluation of existing strategies using case study methods.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	student knows and understands the types of economic ties and the regularities governing them, understands the conditions and principles of functioning of the market and the market mechanism, in the national, international and global aspect	[SW4] test/exam - oral or written
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is ready to actively participate in groups and lead team work during project preparation. Projects are discussed and approved during consultations with the instructor and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGMU2_W07] has a knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	student has in-depth knowledge of selected rules and norms (legal, organizational, ethical) determining the functioning of economic structures and institutions on the international market	[SW4] test/exam - oral or written
	[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	student independently formulates and tests hypotheses related to simple research problems, appropriately selects and uses methods and tools	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[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 actively participate in groups, organizations, and institutions implementing professional projects related to the functioning of business entities. Projects are discussed and approved during consultations with the instructor and project blocks. Project blocks are included in the class schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

Subject contents	**1. The concept and elements of marketing strategy** Marketing strategy as part of the company's strategy and its location in the company's functioning. Elements of marketing strategy. **2. Formulating company strategy and strategic analysis. Formulating a marketing strategy** Concepts of formulating corporate strategy. Strategic vision and mission of the company. Analysis of the enterprise's environment and resources. Sources of competitive advantage of the enterprise. Conditions and choice of marketing strategy. **3. Product strategy** Product innovation cycle, BCG matrix. Decisions about the specialization of the offer. **4. Strategies towards competitors, suppliers and intermediaries** Types and choice of strategy. Differentiation and change of strategy. **5. Strategies in various market development phases** Market development phases. Marketing strategies for market entry. Marketing strategies for growth, mature and declining markets. **6. Product and market strategies** The essence and basis of shaping product-market strategies. Types of product-market strategies.
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
astice participation in classes	51.0%	20.0%
project	51.0%	40.0%
written exam on the lecture	51.0%	40.0%

Recommended reading		
	Basic literature	1. Strategie marketingowe. Praca zbiorowa pod red. Wojciecha Wrzoska. PWE, Warszawa 2004, 2012 2. J-J Lambin, Strategiczne zarządzanie marketingowe, Warszawa 2001 3. P. Doyle, Marketing wartości. Felberg, Warszawa 2003. 2006 4. Z. Pierscionek, Strategie konkurencji i rozwoju przedsiębiorstwa. PWN, Warszawa 2003 5. M. Gorynia, Przedsiębiorstwo w biznesie międzynarodowym. PWN, Warszawa 2021
	Supplementary literature	T. Konewka, Product innovation strategies of Chinese EV manufacturers, Gdańskie Studia Azji Wschodniej, 2023
	eResources addresses	
Example issues/ example questions/ tasks being completed		

Work placement	Not applicable

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