University of Gdańsk

Subject card

Subject name and code	Controlling in Marketing, PG_00199692		
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	4	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Sperska	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	15.0	0.0	30
	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	30	0.0	45.0	75

Subject objectives	The aim of the course is to familiarize students with methods of assessing the effectiveness and efficiency of marketing, as well as issues of planning, budgeting, setting goals in marketing, and then analysis and assesment of their implementation and providing feedback.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_W11] has a theoretically grounded knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	student has theoretically based, in-depth knowledge of key issues related to the management of a business entity on the domestic and international market. The student is able to complete a project assignment involving the assessment of a company's performance and consults on its premises and progress with the instructor during consultation hours and scheduled project sessions. Project sessions are included in the class schedule, while consultation times and locations are published on the University of Gdańsk website.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	Is ready to think and act in an entrepreneurial way, adapts to new situations, takes up the challenges of creative thinking, acquires resistance to failures, assesses risks and threats and finds ways to counteract their effects. The student is able to formulate doubts and questions related to the analyzed issues and develop his/her understanding of the content during consultations with the tutor.	[SK1] oral statement/conversation/ discussion
[MSGMU2_W05] has a deep knowledge of the world economy, principles of global market functioning and international financial relations as well as the process of their evolution; understands the causes, regularities and consequences of occurring changes	Has in-depth knowledge of the world economy, the principles of functioning of the global market and international financial relations and the process of their evolution, understands the causes, regularities and consequences of ongoing changes	[SW4] test/exam - oral or written

Subject contents

Definition of controlling in the context of marketing activities. Setting goals in the area of marketing. Strategic and operational goals. Action planning. Preparation of a marketing plan and budget. Dimensions of analysis in marketing controlling. Possibilities in obtaining data for analysis. Marketing assessment at the strategic level. Marketing indicators: sales assessment, customer relationship assessment, marketing communication assessment. Marketing indicators in analyzing the effectiveness and efficiency of e-commerce activities. Assessment of profitability of marketing investments. Reporting. Feedback. Continuous improvement.

As part of the course, additional tasks are planned for students, constituting a project aimed at assessing specific phenomena within an enterprise.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	20.0%
Test	51.0%	50.0%
Activity during classes	51.0%	30.0%

Recommended reading

Basic literature	A. Kaniewska-Sęba, G.Leszczyński, Pomiar marketingu i sprzedaży B2B, Wydawnictwo Nieoczywiste, Poznań 2018. M. Nowak, Controlling działalności marketingowej, PWE, Warszawa 2007.
Supplementary literature	J.D. Lenskold, Pomiar rentowności inwestycji marketingowych, Wyd. Oficyna Ekonomiczna, Kraków 2004. R. Kozielski, Wskaźniki marketingowe, Wyd. Oficyna Ekonomiczna, Kraków 2006. T. Czuba, A. Sperska, Satysfakcja klienta a lojalność i jej pomiar drogą elektroniczną - praktyka rynkowa, w: Mazurek-Łopacińska Krystyna, Sobocińska Magdalena (red.): Badania marketingowe w gospodarce cyfrowej, 2020, Wrocław, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu.
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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