University of Gdańsk

Subject card

Subject name and code	Marketing in Green Business, PG_00199744						
Field of study	Business and Environmental Technology						
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 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	4.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0	40.0	100	
Subject objectives	The aim of the course is to provide students with knowledge and skills related to the application of marketing concepts and tools in ecological businesses, with particular emphasis on sustainable development, environmentally responsible consumer behavior, and the promotion of ecological products and services.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	The student applies economic and marketing knowledge to evaluate the effectiveness of marketing activities implemented in ecological business.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student proposes solutions to marketing problems faced by ecological enterprises and justifies the selection of recommended actions.	[SU8] observation of student's independent or team work
[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	The student effectively cooperates in a team while preparing marketing projects related to ecological enterprises.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them	The student explains the relationships between an ecological enterprise, consumers, and other market participants, and describes the mechanisms shaping market behavior.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
[BiTEMU2_W08] provides an in-depth description of the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	The student characterizes the principles of creating and developing ventures based on ecological technologies using marketing instruments.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure	The student demonstrates an entrepreneurial and creative approach to solving marketing problems encountered in ecological business.	[SK8] observation of student's independent or team work
[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student analyzes market phenomena and the behavior of consumers of ecological products using appropriately selected research methods.	[SU8] observation of student's independent or team work
[BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences.	The student explains the relationships between ecological technologies and the marketing and economic processes occurring in the marketplace.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions.	The student is able to complete a project entitled “Marketing in the Ecological Enterprise XYZ” and consult its objectives, assumptions, and progress with the course instructor during consultation hours and project sessions. Project sessions are included in the course schedule, while the dates and locations of consultations are published on the University of Gdańsk website.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	The student describes the impact of microeconomic, macroeconomic, and sectoral conditions on the functioning of markets for ecological products and services.	[SW4] test/exam - oral or written
[BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	The student plans, organizes, and monitors tasks related to the development of a marketing project for an ecological enterprise.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work

<table>
<tr><td>Subject contents</td><td>W1. Marketing – Transactional and Relationship Approaches

W2. Green Marketing and the Energy Market

W3. Individual and Business Customers

W4. Product Policy

W5. Pricing Policy

W6. Distribution Policy

W7. Marketing Communication System</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>none</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>project</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>test</td><td>51.0%</td><td>50.0%</td></tr>
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</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>1.Kotler P., Keller K., Marketing, REBIS, Poznań 2017.

2.Zaremba-Warnke S., Marketing Ekologiczny, Uniwersytet Ekonomiczny we Wrocławiu 2009.

.</td></tr>
<tr><td>Supplementary literature</td><td>Start i rozwój biznesu. Jak rozpocząć własną działalność gospodarczą i osiągnąć sukces? Red. Szczepaniec M., Kulawczuk P., Sierpińska M., 2023.</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>1.Product Strategy

2.Pricing Strategy

3.Distribution System

4.AIDA Model

5.Customer Segmentation</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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