University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00199860						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Bachelor'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	part-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	4		ECTS credits	5.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Krzysztof Grzelec, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	14.0	14.0	0.0	10.0	0.0	38
	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	38		0.0	87.0	125	
Subject objectives	The aim of the subject is:1. Learning the essence of marketing2. Learning the determinants of consumer behavior and preferences3. Learning the principles of segmentation and positioning on the market4. Acquiring the ability to use marketing instruments5. Acquiring the ability to prepare and implement a marketing strategy						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Skillfully uses his/her knowledge of marketing to manage and resolve market problems related to planning the market offer and implementing the assumptions of the marketing plan.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Is able to act in an entrepreneurial manner; in accordance with marketing rules, adapts to changes in the company's external and internal environment, is able to use creative thinking in planning and action, identifies threats and assesses the risk of their occurrence and neutralizes their impact.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Correctly identifies, diagnoses and resolves market problems related to the company's offering and indicates effective variants of marketing activities.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Is able to analyze the causes of changes in the company's environment, including changes in consumer behavior and preferences, is able to plan, analyze and use the results of marketing research to plan and implement marketing activities	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	Possesses advanced knowledge of consumer determinants and preferences, is able to research and analyze them and create a coherent and effective structure of marketing tools and activities, taking into account marketing rules.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Is able to plan marketing activities, taking into account priorities, as well as monitor the effectiveness of implemented marketing activities and evaluate the effectiveness of individual marketing instruments and techniques.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents	1. Marketing Evolution The Essence, Functions, and Objectives of Marketing The Role of Marketing in Shaping the Market Developing Marketing Concepts from 1.0 to 5.0 Digital Transformation of Marketing 2. Consumer Behavior and the Customer Journey The Purchasing Decision-Making Process Factors Influencing Consumer Behavior Customer Journey and Customer Touchpoints Customer Experience (CX) and Customer Satisfaction 3. Marketing Research and Data Analytics Qualitative and Quantitative Research Designing and Implementing the Research Process Big Data, Business Intelligence, and Marketing Analytics Using Artificial Intelligence in Marketing Research 4. Product and Innovation Management The Product as a Source of Customer Value Product Lifecycle Product Portfolio Management Innovation and New Product Development 5. Pricing Strategies and Product Value Management Objectives and Functions of Enterprise Pricing Pricing Strategies for Products and Services Customer Perception of Product Value Economic Aspects of Pricing: Margin, Profitability and the break-even point 6. Distribution, Marketing Logistics, and Omnichannel Distribution Channels and Their Organization E-commerce and Sales Platforms Omnichannel Marketing and Sales Channel Integration Marketing Logistics and Customer Service 7. Sustainable Marketing, International Marketing, and the Future of Marketing ESG and Sustainable Marketing International and Cross-Cultural Marketing Green Marketing and Corporate Social Responsibility Artificial Intelligence in Marketing The Future of Marketing in an Environment of AI, Digitalization, and Market Uncertainty
Prerequisites and co-requisites	Knowledge of basic economic issues in micro- and macroeconomics and statistics.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project/Written work	51.0%	40.0%
Test	51.0%	60.0%

Recommended reading

Basic literature	1. K.K Lane, Ph. Kotler, Marketing, DW Rebis, Poznań 2023 H. Kartajaya, 2. Ph. Kotler, I. Setiawan, Marketing 5.0. Technologie Next Tech. MT Biznes, 2021 3. T. Taranko, Komunikacja marketingowa, Wyd. Niewoczywiste, 2022 4. Ph. Kotler, K.L. Keller, Marketing, Dom Wydawniczy Rebis, Poznań 2012. 5. Marketing. Koncepcja skutecznych działań, pod red. L. Garbarskiego, PWE, Warszawa 2011. 6. E. Duliniec, Marketing międzynarodowy, PWE, Warszawa 2004. 7. Komunikacja marketingowa, pod red. M. Rydla, ODDK, Gdańsk 2001
Supplementary literature	Journals: 1. "Marketing i Rynek", PWE, Warszawa; https://www.pwe.com.pl/czasopisma/marketing-i-rynek 2. "International Journal of Research in Marketing, Elsevier; https://www.sciencedirect.com/journal/international-journal-of-research-in-marketing
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Random sampling refers to a sample of:a/ stratifiedb/ quotac/ purposived/ convenience
Work placement	Not applicable

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