University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00199947		
Field of study	International Economic Relations		
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	Division of Marketing Strategies -> Department of International Business -> 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

Additional information:

lectures with multimedia presentations

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

Presenting the company's possibilities of operating in an international environment using various marketing tools. Presenting the possibilities of marketing management of a company in an international environment.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W13] has a knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student is able to independently review the literature to supplement knowledge about the functioning of business entities in the national and international environment.	[SW4] test/exam - oral or written
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has knowledge of the marketing conditions of enterprise operation, knows the structure of a marketing strategy and understands the importance of its individual elements.	[SW4] test/exam - oral or written
	[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student understands the determinants of the behavior of consumers and economic entities.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student is able to identify and analyze the relationships between economic entities and public institutions that are part of the national and international environment	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[MSGL3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student uses basic methods and programs, uses marketing techniques and tools to obtain and analyze data necessary in professional work in order to diagnose economic processes and make appropriate economic decisions	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to prepare a marketing plan by thinking creatively and entrepreneurially.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student correctly analyzes the situation of enterprises in the environment using appropriate analytical methods.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

Subject contents

1. INTERNATIONAL MARKETING ENVIRONMENT AND THE EVOLUTION OF MARKETING
- Marketing's added value. Customer needs. Megatrends in market competition. Porter's 5 Forces of Competition Model.
- The Essence, Functions, and Objectives of Marketing
- The Role of Marketing in Shaping the Market
- Shaping Marketing Concepts from 1.0 to 5.0
- Digital Marketing Transformation

2. Consumer Behavior and the Customer Journey
- The Purchasing Decision-Making Process
- Factors Influenced by 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
- The Product Lifecycle
- Product Portfolio Management
- Innovation and New Product Development

5. Pricing Strategies and Product Value Management
- Objectives and Functions of Enterprise Pricing
- Product and Service Pricing Strategies
- 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

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	40.0%
written exam	51.0%	60.0%

Recommended reading

Basic literature

A.1. used during classes

1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.

2. P. Doyle, Value Based Marketing, Wiley&Sons, 2000.

A.2. self-study literature

1. P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000.

Supplementary literature

1. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.

2. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.

3. Ph. Kotler. Marketing 5.0. MT Biznes, 2021

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

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