University of Gdańsk

Subject card

Subject name and code	Marketing and Marketing Research, PG_00200548						
Field of study	German Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional subject group Humanistic-social 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	3		Language of instruction	Polish			
Semester of study	6		ECTS credits	1.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		2.0	8.0		25
Subject objectives	Introduction to the basic issues of the role of marketing in the functioning of business entities						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[NIEML3_W09] Knows and understands the economic, legal, ethical, and other conditions affecting various types of professional activity in the areas of Polish-German relations and history, as well as the key dilemmas of contemporary civilisation related to the functioning of European societies.	Knows and understands the basic economic, legal, ethical and other conditions of different professional activities in the field of marketing in German-Polish relations	[SW4] test/exam - oral or written
[NIEML3_K05] Is ready to perform professional roles responsibly.	Able to perform professional roles responsibly in marketing activities	[SK8] observation of student's independent or team work
[NIEML3_W10] Knows and understands issues related to the creation and development of various forms of entrepreneurship	Knows and understands the basic issues involved in the creation and development of various forms of marketing activity	[SW4] test/exam - oral or written
[NIEML3_W08] Knows and understands basic concepts and principles industrial property and copyright protection	Knows and understands the basic concepts and principles of industrial property protection and copyright law	[SW4] test/exam - oral or written
[NIEML3_U09] Independently plans and implements actions leading to a continuous improvement of knowledge and skills, understands the need for continuous training and professional development	Independently plans and implements activities leading to a continuous improvement of knowledge and skills, understands the need for continuous training and professional development leading to improved marketing skills	[SU4] test/exam - oral or written
[NIEML3_K04] Is ready to take on professional challenges; thinks and acts in an entrepreneurial manner; exhibits perseverance in carrying out individual and team professional activities	Is ready to take on professional challenges; thinks and acts in an entrepreneurial manner; exhibits perseverance in the implementation of marketing activities	[SK8] observation of student's independent or team work
[NIEML3_K06] Is willing to adhere to the principles of professional ethics and require this of others	Is willing to adhere to professional ethics and require this of others when conducting marketing activity	[SK8] observation of student's independent or team work

Subject contents

Problems of the lecture: The concept of marketing. The role of marketing in the functioning of a company. Tools of marketing: the marketing mix. Marketing information system (SIM) in a company. Marketing of goods, services and ideas. Buyer behaviour. Methods, classification, phases of marketing research. Primary and secondary research. Research questionnaire - construction, analysis and interpretation of results. International marketing. Marketing decisions. Marketing management (elements, stages, procedures).

Prerequisites and co-requisites

no

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
final colloquium	51.0%	100.0%

Recommended reading

Basic literature

A. Literatura wymagana do ostatecznego zaliczenia zajęć (zdania egzaminu):

A.1. wykorzystywana podczas zajęć:

W. Dryl, T. Dryl, U. Kęprowska, Nowe 4P marketingu, CeDeWu Warszawa 2023;

P. Kotler, A. Armstrong, Marketing. Wprowadzenie, Rebis Poznań 2018.

Badania marketingowe. Od teorii do praktyki, Red. D. Maison, A. Noga-Bogomilski, Gdańsk 2007.

Churchill, G. A., Badania marketingowe. Podstawy metodologiczne, Warszawa 2002.

	Supplementary literature	Kompendium wiedzy o marketingu, red. H. Mruk, B. Pilarczyk, Warszawa 2007. B. Literatura uzupełniająca: Grzesiuk A., Marketing międzynarodowy, Warszawa 2007
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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