University of Gdańsk

Subject card

Subject name and code	Spatial marketing, PG_00201335						
Field of study	Spatial Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2026/2027			
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	1		Language of instruction	Polish			
Semester of study	1		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	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		2.0		18.0	50
Subject objectives	The aim of the course is to acquire knowledge, skills and competences in the development of a marketing strategy for territorial sector entities, with particular emphasis on marketing instruments						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[GPMU2_W03] understands to a deeper extent, the conditions (natural, social, economic, cultural, legal) of processes taking place in spatial management, with particular emphasis on the specifics of Polish maritime areas and voivodships of northern Poland	The student has knowledge of the specificity of the socio-economic environment of the Northern Poland region in order to formulate and implement a marketing strategy for the needs of local government units	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[GPMU2_K03] is ready to initiate and organise activities for the benefit of society and environmental protection of the region, country and Europe in cooperation with various entities and authorities at various levels	the student is competent to cooperate for the benefit of the entities of the local government sector also in relation to other groups of stakeholders	[SK5] implementation of a problem task [SK8] observation of student's independent or team work
[GPMU2_U02] properly selects sources and information derived from them, with particular regard to sources of spatial information, evaluates them critically and interprets them creatively	the student has the ability to obtain information on regional public institutions and to analyse the information in terms of its relevance to the economic environment	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[GPMU2_U04] adapts existing research tools and methods to solve complex and unusual problems of spatial management	the student has the ability to use marketing research and to implement marketing instruments to meet the needs of local government stakeholders	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[GPMU2_W04] lists in-depth methods and tools (quantitative, qualitative, cartographic) of research in spatial management	the student has knowledge of marketing instruments and marketing strategy and how to construct research instruments	[SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents

1.Concept and specifics of territorial marketing concept of marketing role of marketing in a market environment2.Influence of marketing on territorial self-government units regional units urban units other stakeholders3.Marketing strategies implemented by municipal entities notion and specificity of marketing strategy formulation of marketing strategy selected marketing strategies case study4.Marketing research of self-governmental entities aim and scope of conducting research instruments and measurement methods conclusions from conducted research5. marketing instruments implemented by local government entities product price and sales organisation promotion6.Relationship marketing: local business - local government case study on the example of northern Polish companies7 Field trip to Ergo Arena - municipal company8. field trip to Arena Gdańsk - municipal company

Prerequisites and co-requisites

The student has minimal socio-economic knowledge of the functioning of local government entities

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
activity	51.0%	25.0%
test	51.0%	75.0%

Recommended reading

Basic literature	H. Smyth, Marketing the City: The role of flagship developments in urban regeneration, Black-Owned Business
Supplementary literature	selected papers on the use of marketing in local government practice
eResources addresses	

Example issues/ example questions/ tasks being completed

evaluation of the city's marketing strategy

Work placement

Not applicable

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