

Subject card

Subject name and code	Principles of marketing workshop, PG_00202540						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		0.0		95.0	125
Subject objectives	The is designed to provide students with foundational knowledge and practical skills in marketing, essential for thriving in the business environment. The course emphasizes understanding consumer psychology, applying marketing strategies, and developing analytical and creative skills, which are crucial for designing effective marketing campaigns.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	Knows and understands the basic principles of establishing and developing various forms of entrepreneurship in the context of planning and implementing marketing strategy; is able to apply knowledge of business models, market segmentation and offer positioning to building the marketing foundations of a new or growing enterprise.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	Has in-depth and well-organised knowledge of marketing as both a scientific discipline and a practical field, understands its place within the system of economic sciences and its relations with related areas of knowledge such as consumer psychology, market sociology and strategic management; is able to situate workshop-based issues within a broad theoretical and applied context.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in theory of logistics and mobility	Has in-depth knowledge of marketing as a discipline embedded in the social sciences, understands its place within the system of economic and management sciences, and is able to distinguish between contemporary currents in marketing theory - from classical and relationship marketing to behavioural and digital approaches - recognising their interrelations and evolution in response to market and social change.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Has knowledge of the relationships between market phenomena, economic entities and institutions operating within the marketing environment at the national, international and cross-cultural levels; understands how cultural, legal and economic conditions in different markets influence the development of marketing strategy and consumer behaviour.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	Has in-depth knowledge of various types of market structures and institutions, including industry organisations, competitive entities and market-regulating bodies; understands the causes, course and consequences of changes occurring in the marketing environment at the national, international and cross-cultural levels, and is familiar with theories explaining the relationships between market participants, their purchasing behaviours and the marketing strategies applied in diverse cultural and economic contexts.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary economic theories	Has in-depth knowledge of the nature of social sciences and the place of marketing within their system; understands the differences between contemporary currents of economic and marketing thought, including behavioural, relational and digital approaches, and is familiar with the propositions of modern economic and marketing theories explaining the mechanisms of consumer preference formation, brand value creation and customer relationship management.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Has advanced knowledge of the nature of social sciences and the place of marketing within their system; understands the role of economic sciences as the theoretical foundation of marketing activities and fluently uses universal economic and marketing terminology, applying it precisely both in the analysis of market phenomena and in practical workshop activities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	Has knowledge of economics and international marketing, encompassing a critical understanding of international business theory as applied to foreign market entry strategies, product and marketing communication adaptation for culturally diverse audiences, and brand management in a global environment.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	Knows and understands selected research methods and tools used in marketing, including IT tools and market data collection techniques such as survey research, secondary data analysis, social media monitoring and digital analytics tools; is able to apply them to diagnosing consumer needs, evaluating the effectiveness of marketing activities and making data-driven decisions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W05] knows and understands in depth the dilemmas of international business related to globalisation, integration, internationalization and sustainable development	Has in-depth knowledge and understanding of the dilemmas of international marketing related to globalisation, market integration, brand internationalisation and sustainable development; understands the tensions between standardisation and adaptation of marketing communication, between global expansion and corporate social responsibility, and between short-term campaign effectiveness and long-term brand value creation in culturally diverse environments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W03] knows advanced terminology in the field of international business, international economics and financial relations and complementary disciplines	Knows the advanced terminology of international marketing, international economics and complementary disciplines such as consumer behaviour, marketing communication and brand management in global markets; fluently uses this terminology in the analysis of international marketing strategies and in practical workshop activities set within a global context.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[LMMU2_W03] has a knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	Has knowledge of the relationships between market entities and consumers operating in domestic, international and cross-cultural environments; understands the role of marketing strategies, distribution channels and market mobility in the effective shaping of product and service offerings and in communication with diverse consumer segments.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Knows and understands the types of bonds connecting market participants and the regularities governing their mutual relationships; understands the conditions and principles underlying the functioning of the market and market mechanism in the context of marketing activities, both at the national, international and global levels, with particular emphasis on the influence of market forces on the shaping of demand, competition and pricing strategies.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[IBMU2_W01] has an in-depth knowledge of the discipline of economics and finance; understands the differences between contemporary trends in the theory of international business	Has in-depth knowledge of economics and finance as they relate to marketing activities; understands the differences between contemporary currents of international business theory, including resource-based approaches, value networks and relationship marketing, and is able to critically evaluate their implications for shaping the marketing strategy of enterprises operating in global markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGU3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Knows and understands the basic principles of creating and developing various forms of entrepreneurship in connection with the role of marketing as a key tool for building competitive advantage; understands how a marketing orientation supports the processes of establishing, positioning and scaling enterprises in both domestic and international markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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	Has knowledge of the human being as an agent creating social and market structures and the principles governing their functioning; has a thorough understanding of the motives behind consumer and economic decision-making, and understands the influence of social norms, reference groups and social influence mechanisms on purchasing behaviour, enabling the conscious design of marketing activities that appeal to the genuine needs and motivations of target audiences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W05] has a fundamental knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has fundamental knowledge of the human being as a consumer and market participant, and understands the psychological, social and cultural determinants of purchasing decisions; is familiar with the role of the human being as a creator of consumer culture and social structures that shape needs, preferences and market trends, which forms the basis for designing effective marketing strategies.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Has advanced knowledge of marketing as a subdiscipline of economic sciences, understands its place within the system of management and economics, and is familiar with its connections to related disciplines such as consumer psychology, market sociology and social communication; is able to apply this knowledge in practical workshop activities encompassing market analysis, segmentation and the development of marketing strategy.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Knows the relationships between market entities and their environment - including customers, competitors, intermediaries and institutions - operating at domestic, international and intercultural levels; understands how cultural, economic and social conditions shape marketing strategies and buyer behaviour across diverse markets.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	Has advanced and well-organised knowledge of consumer markets and the functioning of contemporary marketing, understands the evolution of marketing concepts - from transactional to relational and digital approaches - including the causes of these transformations and their implications for business strategies operating in conditions of global competition.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has advanced knowledge of the human being as a consumer and market participant, understands the mechanisms shaping attitudes, preferences and purchasing decisions, and possesses in-depth knowledge of the cultural and social determinants of consumer behaviour, including the influence of values, norms and social structures on marketing processes.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	1. The marketing concepts. 2. Entrepreneurial marketing and the marketing mix. 3. Market research, market opportunity recognition, and target market. 4. Marketing techniques and tools for entrepreneurs. 5. Entrepreneurial branding. 6. Marketing strategy and the marketing plan. 7. Creating a marketing strategy. 8. Developing a marketing mix. 9. Buyer behavior. 10. Market segmentation. 11. What is a product? 12. Creating products that deliver value. 13. The product life cycle. 14. Pricing strategies and future trends. 15. Trends in developing products and pricing. 16. Sales and customer service.		
Prerequisites and co-requisites	None		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation in debate	0.0%	15.0%
	Individual presentation in front of the group on the agreed topic	50.0%	80.0%
	Egzam	50.0%	5.0%
Recommended reading	Basic literature	1. Kotler, P., & Keller, K. L. (2016). <i>Marketing management</i> (15th ed.). Pearson. 2. Cialdini, R. B. (2006). <i>Influence: The psychology of persuasion</i> (Revised ed.). Harper Business. 3. Thaler, R. H., & Sunstein, C. R. (2008). <i>Nudge: Improving decisions about health, wealth, and happiness</i> . Yale University Press.	
	Supplementary literature	1. Solomon, M. R. (2020). <i>Consumer behavior: Buying, having, and being</i> (13th ed.). Pearson. 2. Jobber, D., & Ellis-Chadwick, F. (2019). <i>Principles and practice of marketing</i> (9th ed.). McGraw-Hill Education. 3. Evans, D., & McKee, J. (2020). <i>Social media marketing: The next generation of business engagement</i> (3rd ed.). Wiley.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Competitor analysis and value proposition Project goal: Students will conduct a market and competitor analysis for a chosen industry, identifying market gaps and creating a unique value proposition for a new product or service. Outcome: A group report and presentation with findings and recommendations. 2. Marketing campaign for a digital product Project goal: Design a complete marketing campaign strategy for a selected digital product (e.g., mobile app or online course), including marketing mix and social media activities. Outcome: A presentation of the strategy, including an ad concept and an action timeline. 3. Consumer preference study Project goal: Conduct a consumer preference study (surveys, interviews) in a chosen market segment and analyze the data to recommend a marketing strategy. Outcome: A research report with data analysis and actionable recommendations.		
Work placement	Not applicable		

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