University of Gdańsk

Subject card

Subject name and code	Marketing Tools & Techniques, PG_00204536		
Field of study	Management		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Optional 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	2	Language of instruction	Polish
Semester of study	3	ECTS credits	7.0
Learning profile	academic	Assessment form	exam
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Sylwia Kuczamer-Kłopotowska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	15.0	0.0	0.0	75

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	75	4.0	96.0	175

Subject objectives

The purpose of the course is to familiarize students with the concepts of marketin instrument sets, to teach the management of marketing mix tools and the construction of organiaction marketing instruments.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZARZL3_W03] Has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning	The student correctly identifies, characterizes and evaluates the creation of relationships between an organization and its customers in a marketing context, correctly using advanced instruments of market influence.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
[ZARZL3_U06] Can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work	The student correctly uses knowledge of marketing instruments in solving problem tasks in response to market needs and management decisions.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[ZARZL3_U11] Can engage and collaborate in teams, assuming different roles	The student assumes the indicated roles and takes on the role of a leader for selected parts of the tasks in order to jointly solve the problem task.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task

<table>
<tr><td>Subject contents</td><td>Development of the concept of marketing instruments (4P, 4C, new 4P, 8P)

From consumer needs to the product

Product policy tools

Pricing policy tools Distribution policy tools

Promotion policy tools

Marketing instruments for the specificity of services

Development of new marketing instruments

Legal and ethical aspects of the use of marketing instruments

Examples of the use of marketing instruments in business practice

Preparation and development of the concept of marketing instruments for the market offer of a selected company</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basic knowledge of management, acquired during first-cycle studies.</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>preparation of partial problem-solving assignments and presentation</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>project preparation and presentation</td><td>51.0%</td><td>20.0%</td></tr>
<tr><td>exam/written test</td><td>51.0%</td><td>50.0%</td></tr>
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</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>1. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer. ISBN: 978-83-6339-110-2.

2. Nowe 4P marketingu : ludzie, procesy, programy, dokonania / Wioleta Dryl, Tomasz Dryl, Urszula Kęprowska, Warszawa : CeDeWu, 2023</td></tr>
<tr><td>Supplementary literature</td><td>Materials prepared by lecturers.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>1. Define the role and function of the marketing mix in marketing activities

2. Compare the specifics of advertising and PR

3. Identify the difference in the characteristics of products in the consumer and industrial markets</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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