

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 marketing instrument sets, to teach the management of marketing mix tools and the construction of organization marketing instruments.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[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	
	[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	

Subject contents	<p>Development of the concept of marketing instruments (4P, 4C, new 4P, 8P)</p> <p>From consumer needs to the product</p> <p>Product policy tools</p> <p>Pricing policy tools Distribution policy tools</p> <p>Promotion policy tools</p> <p>Marketing instruments for the specificity of services</p> <p>Development of new marketing instruments</p> <p>Legal and ethical aspects of the use of marketing instruments</p> <p>Examples of the use of marketing instruments in business practice</p> <p>Preparation and development of the concept of marketing instruments for the market offer of a selected company</p>														
Prerequisites and co-requisites	Basic knowledge of management, acquired during first-cycle studies.														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 967 794 996">Subject passing criteria</th> <th data-bbox="801 967 1139 996">Passing threshold</th> <th data-bbox="1145 967 1482 996">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1005 794 1034">exam/written test</td> <td data-bbox="801 1005 1139 1034">51.0%</td> <td data-bbox="1145 1005 1482 1034">50.0%</td> </tr> <tr> <td data-bbox="456 1043 794 1099">project preparation and presentation</td> <td data-bbox="801 1043 1139 1099">51.0%</td> <td data-bbox="1145 1043 1482 1099">20.0%</td> </tr> <tr> <td data-bbox="456 1108 794 1164">preparation of partial problem-solving assignments and presentation</td> <td data-bbox="801 1108 1139 1164">51.0%</td> <td data-bbox="1145 1108 1482 1164">30.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	exam/written test	51.0%	50.0%	project preparation and presentation	51.0%	20.0%	preparation of partial problem-solving assignments and presentation	51.0%	30.0%
Subject passing criteria	Passing threshold	Percentage of the final grade													
exam/written test	51.0%	50.0%													
project preparation and presentation	51.0%	20.0%													
preparation of partial problem-solving assignments and presentation	51.0%	30.0%													
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>1. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer. ISBN: 978-83-6339-110-2.</p> <p>2. Nowe 4P marketingu : ludzie, procesy, programy, dokonania / Wioleta Dryl, Tomasz Dryl, Urszula Kęprozowska, Warszawa : CeDeWu, 2023</p> <p>Materials prepared by lecturers.</p>													
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 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 														
Work placement	Not applicable														

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