University of Gdańsk

Subject card

Subject name and code	Basics of Marketing (Classes), PG_00206677						
Field of study	Journalism and Social Communication						
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 practical vocational preparation			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	1		Language of instruction	Polish			
Semester of study	2		ECTS credits	1.0			
Learning profile	practical		Assessment form	credit			
Conducting unit	Division of Theory, History and Language of Media -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Adam Majchrzak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		3.0	7.0	25	
Subject objectives	The aim of the course is to familiarize students with the basic issues in the field of marketing that are necessary in professions related to the broadly understood media industry.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Is able to consult marketing experts in case of difficulties in developing problems independently	[SK8] observation of student's independent or team work
[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	Is able to effectively use the acquired knowledge in the field of marketing to analyze marketing processes	[SU1] oral statement/conversation/ discussion
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	Able to communicate effectively in marketing using various channels	[SU5] implementation of a problem task
[DZiKSMU2_W03] He/she has indepth knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	Has knowledge of marketing research methods and theories necessary to perform media professions	[SW2] presentation/project/paper/ report
[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/ she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	Is able to prepare oral, written and visual messages using marketing terminology	[SU8] observation of student's independent or team work
[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an in-depth level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	Knows marketing terminology to the extent necessary to perform media professions	[SW2] presentation/project/paper/ report
[DZiKSMU2_K03] He/she is ready to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Able to work in a team to solve marketing tasks	[SK8] observation of student's independent or team work

Subject contents

4P and 7P marketing mix

Environmental analysis: SWOT, PEST

Branding and visual identity

Audience segmentation and targeting

Prerequisites and co-requisites

Assessment methods and criteria

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

Recommended reading	Basic literature	Kotler P., Marketing, various editions (preferred: Poznań 2012.) Michalski E., Marketing, academic textbook, Warsaw 2017 Musiałkiewicz J. Marketing. Manual, Warsaw 2014.
	Supplementary literature	Kotler P., Kartajaya H., Setiawan I., Marketing 5.0, Technologie Next Tech, Warsaw 2021.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Based on the issues discussed by the lecturer, students, under the supervision of the lecturer, develop a simplified marketing plan based on the analysis of the 4P marketing composition for a fictitious company.	
Work placement	Not applicable	

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