

## Subject card

|                                             |                                                                                                                                                                                      |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Principles of Marketing (English) (Lecture), PG_00206678                                                                                                                             |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Journalism and Social Communication                                                                                                                                                  |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2027                                                                                                                                                                         |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                     |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                    |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 1                                                                                                                                                                                    |                                                          | Language of instruction                 |                                     | English                                        |            |     |
| Semester of study                           | 2                                                                                                                                                                                    |                                                          | ECTS credits                            |                                     | 1.0                                            |            |     |
| Learning profile                            | practical                                                                                                                                                                            |                                                          | Assessment form                         |                                     | exam                                           |            |     |
| 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                                                                                                                                                                   |                                                          | dr Michalina Ahmad                      |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                             |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                          | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                | 15.0                                                     | 0.0                                     | 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. |                                                          |                                         |                                     |                                                |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                           | Subject outcome                                                                                                                                                          | Method of verification                                                                  |
|                                 | [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                                                                                                                          | [SK1] oral statement/conversation/discussion<br>[SK5] implementation of a problem task  |
|                                 | [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                                                                                         | [SW1] oral statement/conversation/discussion<br>[SW5] implementation of a problem task  |
|                                 | [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                                                                        | [SK1] oral statement/conversation/discussion<br>[SK2] 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                                                                                         | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [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                                                                                                      | [SU1] oral statement/conversation/discussion<br>[SU5] implementation of a problem task  |
|                                 | [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<br>[SU2] presentation/project/paper/report |
| Subject contents                | Introduction to the subject of the subject. Environment analysis. SWOT. PEST. 4P and 7P marketing composition. Branding. Segmentation and targeting. Marketing plan. Customer orientation.                                                                                                                                                                               |                                                                                                                                                                          |                                                                                         |
|                                 |                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                          |                                                                                         |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                          |                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                 | Passing threshold                                                                                                                                                        | Percentage of the final grade                                                           |
|                                 | active participation, 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.                                                                                 |                                                                                         |

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|                                                                | eResources addresses                                                                                        |  |
| Example issues/<br>example questions/<br>tasks being completed | Based on the examples discussed in class, identify and develop the branding components of your chosen brand |  |
| Work placement                                                 | Not applicable                                                                                              |  |

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