



Subject card

Subject name and code	Marketing, PG_00050161						
Field of study	Economic Analytics						
Date of commencement of studies	October 2020	Academic year of realisation of subject				2020/2021	
Education level	first-cycle studies	Subject group				Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	Full-time studies	Mode of delivery				e-learning	
Year of study	1	Language of instruction				Polish	
Semester of study	2	ECTS credits				3.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers		dr hab. Edyta Gołąb-Andrzejak mgr inż. Agnieszka Kozłowska				
Lesson type and method of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
	MARKETING 2020/2021 - Moodle ID: 12531 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=12531						
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	5.0	40.0	75		
Subject objectives	To familiarize students with the basic assumptions of marketing and its essence. Presentation of activities and marketing tools used in business practice. Showing the importance of the analytical part of activities in the area of marketing necessary to make marketing decisions.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_W12] Has a basic knowledge of the evolution of structures, institutions and socio-economic ties.		The student defines and describes the concept of marketing and its origins. Specifies the elements of the macro- and micro-environment. Student characterizes the basic concepts of market segmentation, the process of decision-making and designing a marketing strategy. Characterizes the most important marketing-mix tools.			[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects	
	[K6_U03] Can identify and analyse the causes and course of specific economic processes and phenomena.		The student is able to analyze the marketing activities of companies in the context of the micro and macro environment.			[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools	
	[K6_U13] Can improve through systematic acquisition of knowledge and skills.		Student plans marketing strategy and operational activities of the company including the external and internal environment.			[SU1] Assessment of task fulfilment	
Subject contents	Lectures: The history and definitions of marketing. Basic concepts used in marketing. Marketing system and its elements. Markets definitions. Environment analysis - elements of the macro and micro environment. Consumers and their behavior. Segmentation and selection of the target market. Marketing strategies. Product Policy. Pricing policy. Distribution Policy. Marketing communication policy. Exercises: Implementation of tasks						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	60.0%	51.0%
	solving tasks	60.0%	49.0%
Recommended reading	Basic literature	1. Kotler Ph., Keller K. L. (2017), Marketing, Dom Wydawniczy Rebis 2. Kotler Ph., Setiaw I., Hermawan K. (2017), Marketing 4.0 Era cyfrowa, MT Biznes 3. Michalski E., (2018), Marketing, Wydawnictwo Naukowe PWN	
	Supplementary literature	1. Armstrong G., Kotler Ph., (2016), Marketing. Wprowadzenie, Wydawnictwo Nieoczywiste 2. Marketing - ujęcie systemowe. (Red.) M. Daszkowska, Wyd. PG, 2005.	
	eResources addresses	Uzupełniająca https://marketingprzykawie.pl/ - Internet portal describing the current marketing activities undertaken by companies operating on the Polish market.	
Example issues/ example questions/ tasks being completed	1. Perform market segmentation for a company X. 2. Propose a marketing strategy for a company X. 3. Perform an analysis of micro- and macroenvironment for a company X.		
Work placement	Not applicable		