



Subject card

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| Subject name and code | Marketing, PG_00050161 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2021 | | Academic year of realisation of subject | | 2021/2022 | | |
| 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 | | blended-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. Anna Drapińska | | | | |
| | Teachers | | dr hab. Anna Drapińska | | | | |
| Lesson types and methods 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: 15.0 | | | | | | |
| | Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=12531 Adresy na platformie eNauczanie: | | | | | | |
| | Marketing - wykład - lato 2022 - Moodle ID: 21758 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21758 | | | | | | |
| 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_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 | | |
| | [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. | | [SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge | | |
| | [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. | | [SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information | | |

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| 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 | Marketing - wykład - lato 2022 - Moodle ID: 21758 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21758 | |
| 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 | | |