



## Subject card

Subject name and code	MARKETING, PG_00037175						
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	Part-time studies	Mode of delivery			at the university		
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	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 0.0 Adresy na platformie eNauczanie:						
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	16		5.0		54.0	75
Subject objectives	Study basic knowledge of marketing in a specific organization.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_U03] Can identify and analyse the causes and course of specific economic processes and phenomena.		Students apply knowledge acquired marketing to marketing decision-making in the company. Student plans marketing strategy and operational activities of the company.			[SU3] Assessment of ability to use knowledge gained from the subject	
	[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.			[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects		
Subject contents	Lectures: The essence of marketing. Marketing environment. Clients and segmentation and target market selection. Targets and marketing strategies. Product policy. Price policy. Distribution and marketing of relationships. Marketing communication policy.  Exercises: Implementation of tasks - case studies						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	60.0%	50.0%
	report	60.0%	17.5%
	written tests	60.0%	17.5%
	case	60.0%	15.0%
Recommended reading	Basic literature	1. Marketing - ujęcie systemowe. (Red.) Daszkowska M., Wyd. PG, 2005.  2. Kotler Ph., K.L. Keller, Marketing, Dom wydawniczy Rebis, Poznań 2012.  3. Garbarski L. Rutkowski I. Wrzosek W., Marketing, Punkt zwrotny nowoczesnej firmy, PWE Warszawa 2000.	
	Supplementary literature	1. Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2003.  2. Armstrong G., Kotler Ph., Marketing. Wprowadzenie. Oficyna a Wolters Kluwer business, Warszawa 2012.  3. Koszty i efekty działań marketingowych. (Red.) Garbarski L., Szkoła Główna Handlowa, Warszawa 2008.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Marketing environment.  Segmentation and selection of the target market.  Product policy.  Distribution and relationships marketing.		
Work placement	Not applicable		

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