



Subject card

Subject name and code	Essentials of Marketing, PG_00049691						
Field of study	Management						
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			e-learning		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska					
	Teachers	mgr inż. Agnieszka Kozłowska dr Natalia Przybylska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	E-learning hours included: 45.0						
	Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=18070 Adresy na platformie eNauczanie: Essentials of marketing BiM_ summer 2022 - Moodle ID: 18070 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=18070						
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	45	8.0	47.0	100		
Subject objectives	Acquainting students with essence of marketing and developing basic marketing skills						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U01] uses basic theoretical knowledge of economics and management and obtains data for interpretation and analysis of phenomena and processes in the organization	Student identifies and uses sources of information on the market; identifies and analyzes customer behavior on the market and chooses customers and market segments; explains internal marketing; understand and explains marketing-mix elements: product, price, place, promotion; understand marketing objectives and strategy; interprets marketing practice in global environment.	[SU2] Assessment of ability to analyse information
	[K6_U09] uses theoretical knowledge to design solutions for managing the organization's resources	Student identifies and uses sources of information on the market; identifies and analyzes customer behavior on the market and chooses customers and market segments	[SU2] Assessment of ability to analyse information
	[K6_W01] has a basic knowledge of the nature of social sciences needed to define basic concepts of economics and management	Student identifies features of marketing and marketing system; identifies, evaluates and chooses customers and market segments; interprets the phenomenon of market; explains and interprets marketing relationships; interprets marketing practice; takes into consideration ethics and social responsibility in marketing decisions and activities.	[SW1] Assessment of factual knowledge
	[K6_U08] uses basic theoretical knowledge to solve selected organizational problems and manage projects	Student identifies, chooses customers and market segments; positions offer on the market; creates value for customers; creates marketing-mix elements: product, price, place, promotion; explains and interprets marketing relationships; creates marketing objectives and strategy; implements e-marketing to marketing activities of company.	[SU3] Assessment of ability to use knowledge gained from the subject
[K6_U11] applies analytical methods and tools in shaping the basic strategy of the company	Student recognizes macro-trends in company environment; identifies entities on the market; creates mission, image, objectives and marketing strategy; creates marketing-mix elements: product, price, place, promotion; creates partner relationships with customers, intermediaries and suppliers.	[SU4] Assessment of ability to use methods and tools	
Subject contents	<p>LECTURES Defining marketing and marketing system; Macroenvironment; Microenvironment; Customers and buyer behaviour; Creating value for target customers; Creating competitive advantage; Internal marketing; External marketing - product; Price policy; Place and distribution; Promotion (Communication); Interactive and relationship marketing; The global marketplace; Marketing ethics and social responsibility.</p> <p>TUTORIALS Defining marketing and marketing system elements; Macroenvironment analysis; Microenvironment analysis; Recognizing customers and buyer behavior; Creating value for target customers; Creating competitive advantage; Internal marketing analysis; Creating product; Price policy; Designing place and distribution; Promotion and marketing communication; Creating relationship marketing; Understanding the global marketplace; Implementing marketing ethics and social responsibility.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	60.0%	49.0%
	Test exam	60.0%	51.0%
Recommended reading	Basic literature	<p>Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008.</p> <p>Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008.</p> <p>Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003.</p>	

	Supplementary literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Education Ltd, Harlow 2014. Blythe J.: Principles & Practise of Marketing, THOMSON, London 2006. Hair J.F., Bush R.P., Ortinau D.J., Marketing Research in a Digital Information Environment, McGraw-Hill/Irwin, New York 2009. Clow, K.E., Baack D., Integrated Advertising, Promotion, and Marketing Communication, Pearson Education Ltd, Harlow 2014.
	eResources addresses	Essentials of marketing BiM_ summer 2022 - Moodle ID: 18070 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=18070
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Provide an example of success of company on the market • Present an example of failure of company on the market • Introduce an example of marketing innovation of company on the market • Provide an example of winning marketing strategy 	
Work placement	Not applicable	