



Subject card

Subject name and code	Marketing, PG_00045361						
Field of study	Data Engineering						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2022/2023		
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		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		2.0		
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 Natalia Przybylska				
	Teachers		dr Natalia Przybylska				
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: 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	30		2.0		18.0	50
Subject objectives	Study the basic knowledge of marketing, development of skills in marketing management, in particular the formulation of marketing strategy and planning marketing programs.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U09] can identify and analyse reasons for and the course of particular economic processes and phenomena, and provide their critical analysis.		Student applies knowledge acquired marketing to analyze the situation of marketing in the company with particular emphasis on the organization's environment.		[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W10] has basic knowledge of entities functioning in economy and relations existing between them.n knows general principles of creating and developing individual entrepreneurship using knowledge from the area of science and scientific disciplines relevant to their field of study		The student defines and describes the concept of market and 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 [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[K6_K01] is aware of quickly changing trends and the resulting need for further education and self-improvement in the area of the performed profession of an engineer with IT and economic-financial skills.		Student plans marketing strategy and operational activities of the company including the external and internal environment.		[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness		
Subject contents	Lectures: Origin and marketing concepts. Marketing system and its components. Marketing environments. Segmentation and target market selection. Marketing research. Customers and their behavior. Product politics. Price politics. Place politics. Promotion politics. Marketing planning and strategy.						
	Exercises: Implementation of tasks - case studies						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	solving tasks	60.0%	40.0%
	test	60.0%	60.0%
Recommended reading	Basic literature	Stone, M. A. & Desmond, J. (2007). Fundamentals of marketing. Routledge. Kotler, P., & Amstrong, G. (2012). Principles of Marketing, 14ed. Global edition. Jakarta. Hal. Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management, 6ed. Global edition. Pearson Education Limited.	
	Supplementary literature	Articles recommended by the teacher.	
	eResources addresses	Adresy na platformie eNauczanie: MARKETING ID_2022 - Moodle ID: 26649 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26649	
Example issues/ example questions/ tasks being completed	market segmentation, levels of product, marketing strategy		
Work placement	Not applicable		