



Subject card

Subject name and code	MARKETING , PG_00053793						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2021/2022		
Education level	second-cycle studies	Subject group			Optional subject group 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	1	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 Natalia Przybylska				
	Teachers		dr Natalia Przybylska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
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		5.0		40.0	75
Subject objectives	Acquainting students with essence of marketing and developing basic marketing skills.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W03] has a broadened knowledge of the sciences of management and economics, including the evolution of the various types of structures and institutions and the links between them		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 and marketing strategy. Characterizes the most important tools of marketing-mix.		[SW1] Assessment of factual knowledge		
[K7_U05] selects appropriate methods and tools to describe and analyse the problems and areas of activity of the organization and its environment and assess their usefulness and effectiveness, with particular emphasis on their application in government, local government and non-profit organizations		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;		[SU4] Assessment of ability to use methods and tools			
Subject contents	The concept and scope of marketing; marketing management; macro-environment; micro-environment; customers and their behaviour; creating value for target customers; creating a competitive advantage; internal marketing; external marketing - product; price policy; place and distribution; promotion and marketing communication; interactive and relationship marketing; a Marketing plan; new technologies in marketing, marketing and product innovations; design thinking; Inbound marketing; social media marketing, green marketing, CSR.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
			0.0%		17.0%		
			50.0%		62.0%		
			0.0%		21.0%		

Recommended reading	Basic literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008. Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008. Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003.
	Supplementary literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Education Ltd., Harlow 2014. Hair J. F., Bush R. P., Ortinau D. J.: Marketing Research in a Digital Information Environment. McGraw-Hill/Irwin, New York 2009.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Determine the segmentation criteria of the selected market • Explain what product positioning is • Explain the concept and application of product life cycle in the mark 	
Work placement	Not applicable	