



Subject card

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|---|---|--|--|-------------------------------------|---|------------|-----|
| Subject name and code | Introduction to Marketing, PG_00037995 | | | | | | |
| Field of study | Management | | | | | | |
| Date of commencement of studies | February 2022 | | Academic year of realisation of subject | | 2021/2022 | | |
| Education level | second-cycle studies | | Subject group | | Obligatory subject group 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 | 1 | | 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 hab. inż. Magdalena Brzozowska-Woś | | | | |
| | Teachers | | dr hab. inż. Magdalena Brzozowska-Woś | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 16.0 | 0.0 | 0.0 | 0.0 | 16 |
| | E-learning hours included: 0.0 | | | | | | |
| | Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21902 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 | | 4.0 | | 30.0 | 50 |
| Subject objectives | Familiarizing students with basic marketing knowledge, developing skills in marketing management, and in particular, the formulation of a marketing strategy and marketing programs. | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [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 | | The student applies the acquired marketing knowledge to make marketing decisions in the enterprise. The student plans a marketing strategy as well as tactical and operational activities. | | [SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject | | |
| | [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 plans a marketing strategy and tactical and operational activities, taking into account the company's external environment and internal conditions. | | [SW1] Assessment of factual knowledge | | |
| Subject contents | Introduction to classes. Market, competition. TOWS / SWOT analysis. Mission, vision, goals. Customer - the process of making purchasing decisions. Market segmentation. Marketing strategy. Product policy (positioning, product levels, product life cycle). Price policy. Distribution Policy. Promotion policy. Advertisement. | | | | | | |
| Prerequisites and co-requisites | | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | student activity | | 60.0% | | 50.0% | | |
| | test | | 60.0% | | 50.0% | | |

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| Recommended reading | Basic literature | <ol style="list-style-type: none"> 1. M. Daszkowska (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG. 2. P. Kotler, (2005, 2008). Marketing, Dom Wyd. Rebis. 3. P. Kotler, K.L. Keller, (2012). Marketing, Dom Wyd. Rebis. |
| | Supplementary literature | <ol style="list-style-type: none"> 1. P. Kotler, H. Kartajaya, I. Setiawan (2017). MARKETING 4.0, MT Biznes. 2. P. Kotler, H. Kartajaya, I. Setiawan (2021). MARKETING 5.0, Wydawnictwo Poltext. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | market segmentation, analysis of the marketing environment, TOWS / SWOT analysis | |
| Work placement | Not applicable | |