



## Subject card

|   |   |   |                                     |            |  |         |     |
|---|---|---|-------------------------------------|------------|--|---------|-----|
| Subject name and code                       | ESSENTIALS OF MARKETING, PG_00058554  |   |                                     |            |  |         |     |
| Field of study                              | Economic Analytics  |   |                                     |            |  |         |     |
| Date of commencement of studies             | October 2022  | Academic year of realisation of subject   |                                     |            | 2022/2023  |         |     |
| Education level                             | first-cycle studies   | Subject group   |                                     |            | Obligatory subject group in the field of study<br>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  |                                     |            | 4.0  |         |     |
| 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<br>mgr inż. Agnieszka Kozłowska   |                                     |            |  |         |     |
| 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  |   |                                     |            |  |         |     |
| 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  | 10.0                                |            | 74.0   |         | 100 |
| Subject objectives                          | Identifies basic assumptions for marketing activities and tools used in business practice that determine effective marketing decision making.   |   |                                     |            |  |         |     |
| Learning outcomes                           | Course outcome  | Subject outcome   |                                     |            | Method of verification   |         |     |
|   | [K6_U01] explains how to analyze and evaluate economic and social processes in the context of the possibility of their improvement  | explains what factors are considered in designing a marketing strategy  |                                     |            | [SU2] Assessment of ability to analyse information<br>[SU3] Assessment of ability to use knowledge gained from the subject<br>[SU4] Assessment of ability to use methods and tools |         |     |
|   | [K6_W04] demonstrates a creative and entrepreneurial activity in identifying and solving innovative ideas   | plans marketing strategy and tactical-operational activities taking into account the company's external environment and internal conditions |                                     |            | [SW1] Assessment of factual knowledge  |         |     |
| Subject contents                            | Introduction to marketing.<br>Evolution, concepts and terms of marketing. Marketing system and its elements.<br>The concept of market. Micro and macroenvironment.<br>Segmentation and target market.<br>Clients and their behavior.<br>Mission and marketing strategies.<br>Marketing mix - 4P.<br>Product.<br>Price.<br>Distribution.<br>Promotion. |   |                                     |            |  |         |     |
| Prerequisites and co-requisites             | none  |   |                                     |            |  |         |     |
| Assessment methods and criteria             | Subject passing criteria  | Passing threshold   |                                     |            | Percentage of the final grade  |         |     |
|   | exercises   | 60.0%   |                                     |            | 20.0%  |         |     |
|   | test  | 60.0%   |                                     |            | 80.0%  |         |     |

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| Recommended reading  | Basic literature  | Kotler, Ph., Keller K. L. (2017), Marketing. Poznań: Dom Wydawniczy Rebis<br>Kotler, P. (2008) , Marketing. Poznań: Dom Wydawniczy Rebis   |
|  | Supplementary literature                                      | Kotler, Ph., G. Armstrong, J. Saunders, V. Wong (2002), Marketing. Podręcznik europejski, Warszawa: PWE.<br>Kotler, Ph., Setiaw I., Hermawan K. (2017), Marketing 4.0 Era cyfrowa. Warszawa: MT Biznes.<br>Kotler, Ph., Setiaw I., Hermawan K. (2021), Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes.<br>Drapińska, A. (2020), Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG. |
|  | eResources addresses  | Adresy na platformie eNauczanie:<br>Podstawy marketingu_N_AG_sem2_lato23 - Moodle ID: 30071<br><a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=30071">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=30071</a>   |
| Example issues/<br>example questions/<br>tasks being completed | market segmentation,<br>product levels,<br>marketing strategy |  |
| Work placement   | Not applicable  |  |