



Subject card

Subject name and code	Essentials of Marketing, PG_00044435						
Field of study	Engineering Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2023/2024		
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	Part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	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		dr Natalia Przybylska Wojciech Kowalczyk				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	8.0	0.0	0.0	0.0	24
	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	24	6.0		70.0	100	
Subject objectives	Study basic knowledge of marketing in a specific organization.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U03] uses basic methods and tools to describe and analyse the organisation's environment	The student is able to apply the marketing knowledge to analyze the marketing situation in the enterprise with particular emphasis on the organization's environment.			[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[K6_W03] has a basic knowledge of the relationship both within the organisation and between the organisation and the environment	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, the process of decision-making and marketing strategy. Characterizes the most important tools of marketing-mix			[SW1] Assessment of factual knowledge		
Subject contents	Origin, concepts and definitions of marketing. Marketing system and its elements. Micro and macroenvironment. Segmentation and selection of the target market. Customers and their behavior. Marketing strategies. Product Policy. Price policy. Distribution Policy. Promotion policy.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Problems solving		60.0%		30.0%		
	Exam		60.0%		70.0%		

Recommended reading	Basic literature	1. Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012 2. Kotler P., Marketing, Dom Wyd. Rebis, Poznań 2008
	Supplementary literature	Kotler P., Kartajaya H., Setiawan I. (2017), Marketing 4.0, Era cyfrowa, mt biznes, Warszawa
	eResources addresses	Adresy na platformie eNauczenie: Podstawy marketingu N_zima 2023 - Moodle ID: 33165 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=33165
Example issues/ example questions/ tasks being completed	Market segmentation, market capacity, marketing mix	
Work placement	Not applicable	

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