



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 (on-line)	Mode of delivery			blended-learning		
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 hab. inż. Magdalena Brzozowska-Woś					
	Teachers	Wojciech Kowalczyk dr hab. inż. Magdalena Brzozowska-Woś					
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: 18.0						
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_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		
	[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.			[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Marketing concepts, origins, concepts. Functions, process, and system of marketing. Closer and further surroundings. Segmentation and selection of the target market. Marketing research. 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	<ol style="list-style-type: none"> 1. Kotler Ph., Keller K.L (2017). Marketing, Dom Wyd. Rebis, Poznań. 2. Kotler Ph., Setiaw I., Hermawan K. (2017). Marketing 4.0 Era cyfrowa, MTBiznes, Warszawa. 3. Kotler, Ph., Armstrong, G. (2018). Principles of Marketing. 17th Global Edition, Pearson. 4. Kotler Ph., Setiaw I., Hermawan K. (2021). Marketing 5.0 Era cyfrowa, MT Biznes, Warszawa. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Brzozowska-Woś M. (2020). Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Wyd. Politechniki Gdańskiej, Gdańsk. 	
	eResources addresses	Uzupełniające Adresy na platformie eNauczenie: Podstawy marketingu, ZI, SNT online, 2023/2024 - Moodle ID: 31374 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=31374	
Example issues/ example questions/ tasks being completed	Market segment analysis; Porter's 5 forces analysis; Product structure analysis		
Work placement	Not applicable		