



Subject card

Subject name and code	Essentials of Marketing, PG_00040558						
Field of study	Engineering Management						
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 Subject group related to scientific research in the field of study		
Mode of study	Full-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			exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska					
	Teachers	Wojciech Kowalczyk dr Natalia Przybylska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45	6.0		49.0		100
Subject objectives	Study the basic knowledge of marketing, development of skills in marketing management, in particular the formulation of marketing strategy and planning marketing programs.						
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 has marketing knowledge. Characterizes differences between the management of marketing in different markets and in different organizations.			[SW1] Assessment of factual knowledge		
	[K6_U03] uses basic methods and tools to describe and analyse the organisation's environment	Student applies knowledge acquired marketing to analyze the situation of marketing in the company with particular emphasis on the organization's environment.			[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Origin and marketing concepts. Marketing system and its components. Marketing environments. Segmentation and target market selection. Marketing research. Customers and their behavior. Marketing strategies. Marketing-mix: Product, Price, Place, Promotion.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	Solving tasks	60.0%			49.0%		
	Exam	60.0%			51.0%		
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	1. Kotler P., Armstrong G., Saunders J., Wong V., Marketing. Podręcznik europejski, PWE Warszawa 2002 2. Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed	Market segmentation, market capacity, marketing mix	
Work placement	Not applicable	