GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKETING , PG_00053793		
Field of study	Management		
Date of commencement of studies	October 2022	Academic year of realisation of subject	2022/2023
Education level	second-cycle studies	Subject group	Optional subject group 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	English
Semester of study	1	ECTS credits	3.0
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	

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

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	30	5.0	40.0	75

Subject objectives

Acquainting students with essence of marketing and developing basic marketing skills.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 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 and marketing strategy. Characterizes the most important tools of marketing-mix.	[SW1] Assessment of factual knowledge
[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	Student identifies, chooses customers and market segments; positions offer on the market; creates value for customers; creates marketing-mix elements: product, price, place, promotion; explains and interprets marketing relationships; creates marketing objectives and strategy;	[SU4] Assessment of ability to use methods and tools

Subject contents

The concept and scope of marketing; marketing management; macro-environment; micro-environment; customers and their behaviour; creating value for target customers; creating a competitive advantage; internal marketing; external marketing - product; price policy; place and distribution; promotion and marketing communication; interactive and relationship marketing; a Marketing plan; new technologies in marketing, marketing and product innovations; design thinking; Inbound marketing; social media marketing, green marketing.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	50.0%	77.0%
	0.0%	23.0%

Recommended reading	Basic literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008. Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008. Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003.
	Supplementary literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson EducationLtd., Harlow 2014. Hair J. F., Bush R. P., Ortinau D. J.: Marketing Research in a Digital Information Environment. McGraw-Hill/ Irwin, New York 2009.
	eResources addresses	Adresy na platformie eNauczanie: MARKETING IM_2022 - Moodle ID: 26510 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26510
Example issues/ example questions/ tasks being completed	• Determine the segmentation criteria of the selected market • Explain what product positioning is • Explain the concept and application of product life cycle in the mark	
Work placement	Not applicable	