



## Subject card

Subject name and code	INTRODUCTION TO MARKETING, PG_00053785						
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			Obligatory subject group 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	1	ECTS credits			2.0		
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		Wojciech Kowalczyk				
	Teachers		Wojciech Kowalczyk				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		4.0		16.0	50
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	
	[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, the process of decision-making, marketing research and marketing strategy. Characterizes the most important tools			[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		Students apply knowledge acquired marketing to marketing decision-making in the company. Student plans marketing strategy and operational activities of the company.			[SU3] Assessment of ability to use knowledge gained from the subject	
Subject contents	Introduction to the course. Market and competition. SWOT analysis. Mission. Marketing research. Customers and their behavior. Market segmentation. Marketing strategy. Product positioning. Levels of product; product life cycle. Price policy. Distribution policy. Promotion policy.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	student activity	0.0%	10.0%
	test	60.0%	80.0%
	solving tasks	60.0%	10.0%
Recommended reading	Basic literature	1. Kotler P., Marketing, Dom Wyd. Rebis, Poznań 2008,  2. Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012	
	Supplementary literature	1. Kotler P., Armstrong G., Saunders J., Wong V., Marketing. Podręcznik europejski, PWE Warszawa 2002,  2. Garbarski L. Rutkowski I. Wrzosek W., Marketing, Punkt zwrotny nowoczesnej firmy, PWE Warszawa 2000,  3. Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020	
	eResources addresses	Podstawowe <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=27351-ecourse">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=27351 - ecourse</a> Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	market segmentation, product price valuation, promotion campaign planning		
Work placement	Not applicable		