



Subject card

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|---|---|---|-------------------------------------|------------|---|---------|-----|
| Subject name and code | Management and Marketing, PG_00042263 | | | | | | |
| Field of study | Civil Engineering | | | | | | |
| Date of commencement of studies | February 2023 | Academic year of realisation of subject | | | 2023/2024 | | |
| Education level | second-cycle studies | Subject group | | | Optional subject group Humanistic-social subject group | | |
| 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 | | | 2.0 | | |
| Learning profile | general academic profile | Assessment form | | | exam | | |
| Conducting unit | Department of Building Engineering -> Faculty of Civil and Environmental Engineering | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr inż. Magdalena Apollo | | | | | |
| | Teachers | dr inż. Magdalena Apollo dr inż. Magdalena Pawelska-Mazur | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 15.0 | 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 | 3.0 | | 17.0 | 50 | |
| Subject objectives | Presentation of marketing issues related to the construction sector. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [K7_U15] has advanced skills in civil engineering within offered specialization/profile | Student can develop a business plan for a construction company. | | | [SU1] Assessment of task fulfilment [SU5] Assessment of ability to present the results of task | | |
| | [K7_W15] has deep and adequate knowledge of civil engineering, within offered specialization and profile | The student has an organized and in-depth knowledge of brand and product management in the construction sector. | | | [SW1] Assessment of factual knowledge | | |
| | [K7_K03] can think and act creatively and enterprisingly and works for society | The student is able to act creatively when choosing the most appropriate carriers for an advertising campaign in the construction sector. | | | [SK5] Assessment of ability to solve problems that arise in practice | | |
| Subject contents | The basics of marketing for construction companies, real estate marketing, marketing of construction services and products, marketing tools, advertising media, advertising campaign in the construction sector, shaping the company's image. | | | | | | |
| Prerequisites and co-requisites | | | | | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | | | Percentage of the final grade | | |
| | credit | 60.0% | | | 100.0% | | |
| Recommended reading | Basic literature | Dorota Filar, SKUTECZNA KOMUNIKACJA I PROMOCJA, UMCS Lublin 2012 | | | | | |
| | Supplementary literature | http://dlarynkupracy.umcs.pl/wp-content/uploads/2011/02/wspolczesny-marketing1.pdf | | | | | |
| | eResources addresses | Adresy na platformie eNauczenie: Zarządzanie i Marketing, Budownictwo / studia stacjonarne II st. / sem. II, 2023/2024 - Moodle ID: 28559 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28559 | | | | | |

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| Example issues/ example questions/ tasks being completed | Design of an advertising campaign for a selected product or service. |
| Work placement | Not applicable |