



## Subject card

Subject name and code	Introduction to Marketing, PG_00037995						
Field of study	Management						
Date of commencement of studies	February 2023	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	Part-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		dr Natalia Przybylska				
	Teachers		mgr inż. Agnieszka Kozłowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	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	16		4.0		30.0	50
Subject objectives	Familiarizing students with basic marketing knowledge, developing skills in marketing management, and in particular, the formulation of a marketing strategy and 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 plans a marketing strategy and tactical and operational activities, taking into account the company's external environment and internal conditions.			[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	The student applies the acquired marketing knowledge to make marketing decisions in the enterprise. The student plans a marketing strategy as well as tactical and operational activities.			[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Introduction to classes. Market, competition. TOWS / SWOT analysis. Mission, vision, goals. Customer - the process of making purchasing decisions. Market segmentation. Marketing strategy. Product policy (positioning, product levels, product life cycle). Price policy. Distribution Policy. Promotion policy. Advertisement.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	student activity		60.0%		50.0%		
	test		60.0%		50.0%		
Recommended reading	Basic literature		1. M. Daszkowska (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG. 2. P. Kotler, (2005, 2008). Marketing, Dom Wyd. Rebis. 3. P. Kotler, K.L. Keller, (2012). Marketing, Dom Wyd. Rebis.				

	Supplementary literature	<ol style="list-style-type: none"> <li>1. P. Kotler, H. Kartajaya, I. Setiawan (2017). <i>MARKETING 4.0, MT Biznes</i>.</li> <li>2. P. Kotler, H. Kartajaya, I. Setiawan (2021). <i>MARKETING 5.0, Wydawnictwo Poltext</i>.</li> </ol>
	eResources addresses	<p>Adresy na platformie eNauczenie:</p> <p>2023N_lato_ZII_Wprowadzenie do marketingu - Moodle ID: 30383  <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=30383">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=30383</a></p>
Example issues/ example questions/ tasks being completed	market segmentation, analysis of the marketing environment, TOWS / SWOT analysis	
Work placement	Not applicable	