GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	, PG_00059211
Field of study	Ocean Engineering

Date of commencement of studies	February 2023	Academic year of realisation of subject	2023/2024
Education level	second-cycle studies	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	1.0
Learning profile	general academic profile	Assessment form	assessment

Conducting unit	Institute of Ocean Engineering and Ship Technology -> Faculty of Mechanical Engineering and Ship Technology

Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Dembicka
	Teachers	dr Anna Dembicka

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	0.0	0.0	15

Subject objectives	The aim of the course is to familiarize students with the concept of experience marketing, which is more and more often an obligatory basis for innovative marketing strategies of enterprises, and to show the practical application of this idea (experience management, strategic experience modules, customer and employee journey mapping).

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_K01] is aware of the need of constant learning, can critically assess the content, is aware of the meaning of knowledge in solving cognitive and practical problems	The student understands the need to permanently accumulate knowledge, critically evaluate the content learned and the role of knowledge in solving problems.	[SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work
	[K7_K02] is aware non-technical aspects and effects of operation as an engineer, its influence on the environment and is aware of the responsibilities for the decisions taken	The student understands the importance of taking into account non-technical aspects and the impact of engineering activities on the natural environment and the resulting responsibility.	[SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice [SK2] Assessment of progress of work [SK1] Assessment of group work skills
	[K7_K03] is aware of their social role as a graduate of a technical university, is aware of the importance of adhering to professional ethics and respect of the diversity of views	The student understands the need to observe professional ethics and respect diversity of views.	[SK5] Assessment of ability to solve problems that arise in practice [SK3] Assessment of ability to organize work [SK1] Assessment of group work skills
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications	The student has basic general knowledge in the field of humanities, social, economic and legal sciences.	[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems	The student has acquired the ability to apply basic general knowledge in the field of humanities, social and legal sciences in order to solve emerging problems.	[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment	The student is able to take into account knowledge in the field of humanities, social and economic sciences in order to optimize functioning in a social environment.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work

Subject contents	
	I. INTRODUCTION TO MARKETINGThe mechanism of marketing functioning, Marketing tools (4P, 4C, 7P, Marketing 5.0) and determinants of marketing functioning, Product management, offer distribution, promotion, pricing, service development management and service quality - criteria, Offer brand concept (brand identity, brand image brand personality), The concept of the target market, customer segmentation and marketing research, positioning, Contemporary consumer (customer value and customer value, customer satisfaction and loyalty) Areas of purchasing expectations (psychological, economic and marketing, socio-cultural), Value marketing, Digital marketing aimed at generation Z and Alpha, Marketing communication in social mediaII CONCEPT OF EXPERIENCE MARKETINGGenesis of experience marketing, Pillars of building positive customer experience, Experience categories, Experience areas, Strategic experience modules, Touchpoints, Buyer Persona creation, Experience shaping stages, Experience management, Customer Journey Map and Employee Journey Map Company, Empathy Map, Feelings Map, Service Scheme.

Prerequisites and co-requisites	
	Basic knowledge of economics and management.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	customer journey map design	60.0%	60.0%
	team presentation	60.0%	40.0%

Recommended reading	Basic literature	Pine II B. Joseph, James H. Gilmore. 1999. The Experience Economy: Work is Theatre and Every Business a Stage. Boston: Harvard Business School Press
		Gilmore James H., B. Joseph Pine II. 2007. Authenticity. What consumers really want. Boston: Harvard Business School Press
		Shaw Colin, John Ivens. 2005. Building Great Customer Experiences. New York: Palgrave Macmillan.
		Lemon Katherine N., Peter C. Verhoef. 2016. Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing 80(6): 6996.
		A. Urbański, L. Dziewa, Tworzenie doświadczeń klientów, Helion S. A., Warszawa 2021.
		K. Dziewanowska, A. Kacprzak, Marketing doświadczeń, PWN, Warszawa 2013.
		M. Lindstrom, Brand sense,Helion, Gliwice 2009.
		K. Wojciechowska, Customer Experience Management, Helion, Gliwice 2020.
	Supplementary literature	Armstrong G., Kotler P. Marketing. Wprowadzenie, Wolters Kluwer Polska, Warszawa 2012.
		Marketing przyszłości. Od ujęcia tradycyjnego do nowoczesnego, red. nauk., G. Rosa, J. Perenc, I. Ostrowska, Wydawnictwo C.H. Beck, Warszawa 2016.
		A. Mazurkiewicz-Pizło, W. Pizło, Marketing. Wiedza ekonomiczna i aktywność na rynku, PWN, Warszawa 2017.
		P. Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0, MT Biznes, Warszawa 2017.
		P. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0, MT Biznes, Warszawa 2021.
		M. Grigsby, Marketing analytics. Jak skutecznie korzystać ze statystyk, analiz, modeli i big data w marketingu, PWN, Warszawa 2019.
		Marketing w erze technologii cyfrowych. Nowoczesne koncepcje i wyzwania, red. nauk., B. Gregor, D. Kaczorowska-Spychalska, PWN, Warszawa 2018.
		M. Ball, Metawersum. Jak internet przyszłości zrewolucjonizuje świat biznesu, MT Biznes, Warszawa 2022.
	eResources addresses	Adresy na platformie eNauczanie: Koncepcja marketingu doświadczeń - przykłady praktycznego wykorzystania (PG_00059206) (PG_00059211), W, sem. 2, zimowy 2023/24 - Moodle ID: 33698 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33698
Example issues/ example questions/ tasks being completed	final project of the client's journey map - based on the theoretical knowledge gained during the lecture and practical team tasks	
Work placement	Not applicable	