



## Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00061167						
Field of study	Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study 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	2		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Przybylska				
	Teachers		Joanna Świątek  dr Natalia Przybylska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45		8.0		72.0	125
Subject objectives	Identifies the most important marketing activities and tools used in business practice, conditioning effective marketing decision-making						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U01] explains how to analyze and evaluate management processes in the context of their improvement potential		presents the results of the conducted marketing analysis in a professional manner, presenting its advanced interpretation		[SU5] Assessment of ability to present the results of task		
	[K6_W04] demonstrates creative and entrepreneurial activity in identifying and solving innovative ideas		plans marketing activities taking into account the internal conditions and external environment of the company, preparing a project for their implementation		[SW1] Assessment of factual knowledge		
Subject contents	LECTUREThe concept of marketing and the marketing systemMarketing managementCustomers and their behaviorCreating value for target customersCreating a competitive advantageProduct creation and product policyPricing policyPlace and distributionPromotion and marketing communicationInteractive and relationship marketingDigital marketingEthics and social responsibility of marketingEXERCISESDefining marketing and elements of the marketing systemAnalysis of the macroenvironmentMicroenvironment analysisRecognition of customers and buyer behaviorCreating value for target customersBuilding a competitive advantageProduct creationPricing policyDistribution designDesigning promotions and marketing communicationsCreating relationship marketingUnderstanding digital marketingImplementation of marketing ethics and social responsibility						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Pitch Presentation	0.0%	9.0%
	Project	60.0%	31.0%
	Exam	60.0%	60.0%
Recommended reading	Basic literature	Ph. Kotler, G. Armstrong, Principles Of Marketing (15th Edition),prentice Hall, 2013,  Ph. Kotler, K. Keller, Marketing (14th Edition), Poznań, 2019,  Seth Godin, This is Marketing, Portfolio Penguin, 2019.  Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. <i>Marketing 5.0: Technology for humanity</i> . John Wiley & Sons, 2021.	
	Supplementary literature	Blythe J.: Principles & Practise of Marketing, THOMSON, London 2006 Hair J.F., Bush R.P., Ortinau D.J., Marketing Research in a Digital Information Environment, McGraw-Hill/Irwin, New York 2009 Clow, K.E., Baack D., Integrated Advertising, Promotion, and Marketing Communication, Pearson Education Ltd, Harlow 2014	
	eResources addresses	Adresy na platformie eNauczanie: Essentials of Marketing_2024 - Moodle ID: 36553 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36553">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36553</a>	
	Example issues/ example questions/ tasks being completed	Define your most important marketing challenges.Characterize the advantages and disadvantages of direct distribution channels.How to diversify the company's offer through services?Write examples of engagement tactics in social media.	
Work placement	Not applicable		

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