



Subject card

Subject name and code	Marketing, PG_00045361						
Field of study	Data Engineering						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
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	2	Language of instruction			English		
Semester of study	3	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		Joanna Świątek dr Natalia Przybylska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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	2.0		18.0	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		
	[K6_U09] can identify and analyse reasons for and the course of particular economic processes and phenomena, and provide their critical analysis.	Student applies knowledge acquired marketing to analyze the situation of marketing in the company with particular emphasis on the organization's environment.			[SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[K6_W10] has advanced knowledge of entities functioning in economy and relations existing between them.n knows general principles of creating and developing individual entrepreneurship using knowledge from the area of science and scientific disciplines relevant to their field of study	The student defines and describes the concept of market and 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 and designing a marketing strategy. Characterizes the most important marketing-mix tools.			[SW3] Assessment of knowledge contained in written work and projects [SW2] Assessment of knowledge contained in presentation [SW1] Assessment of factual knowledge		
	[K6_K01] is aware of quickly changing trends and the resulting need for further education and self-improvement in the area of the performed profession of an engineer with IT and economic-financial skills.	Student plans marketing strategy and operational activities of the company including the external and internal environment.			[SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work		

Subject contents	<p>Lectures: Origin and marketing concepts. Marketing system and its components. Marketing environments. Segmentation and target market selection. Marketing research. Customers and their behavior. Product politics. Price politics. Place politics. Promotion politics. Digital marketing. Marketing planning and strategy.</p> <p>Exercises: Implementation of tasks - case studies</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	60.0%	60.0%
	solving tasks	60.0%	40.0%
Recommended reading	Basic literature	<p>Stone, M. A. & Desmond, J. (2007). Fundamentals of marketing. Routledge.</p> <p>Kotler, P., & Amstrong, G. (2012). Principles of Marketing, 14ed. Global edition. Jakarta. Hal.</p> <p>Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management, 6ed. Global edition. Pearson Education Limited.</p>	
	Supplementary literature	Articles recommended by the teacher.	
	eResources addresses	<p>Adresy na platformie eNauczenie:</p> <p>Marketing ID_2024/25 - Moodle ID: 39557</p> <p>https://enauczenie.pg.edu.pl/moodle/course/view.php?id=39557</p>	
Example issues/ example questions/ tasks being completed	market segmentation, levels of product, marketing strategy		
Work placement	Not applicable		

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