



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00058554						
Field of study	Economic Analytics						
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	Part-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			4.0		
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	dr Natalia Przybylska Wojciech Kowalczyk					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	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	10.0		74.0	100	
Subject objectives	Identifies basic assumptions for marketing activities and tools used in business practice that determine effective marketing decision making.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W04] demonstrates a creative and entrepreneurial activity in identifying and solving innovative ideas	plans marketing strategy and tactical-operational activities taking into account the company's external environment and internal conditions			[SW1] Assessment of factual knowledge		
	[K6_U01] explains how to analyze and evaluate economic and social processes in the context of the possibility of their improvement	explains what factors are considered in designing a marketing strategy			[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information		
Subject contents	Introduction to marketing. Evolution, concepts and terms of marketing. Marketing system and its elements. The concept of market. Micro and macroenvironment. Segmentation and target market. Clients and their behavior. Mission and marketing strategies. Marketing mix - 4P. Product. Price. Distribution. Promotion.						
Prerequisites and co-requisites	none						
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	test	60.0%			80.0%		
	exercises	60.0%			20.0%		

Recommended reading	Basic literature	Kotler, Ph., Keller K. L. (2017), Marketing. Poznań: Dom Wydawniczy Rebis Kotler, P. (2008) , Marketing. Poznań: Dom Wydawniczy Rebis
	Supplementary literature	Kotler, Ph., G. Armstrong, J. Saunders, V. Wong (2002), Marketing. Podręcznik europejski, Warszawa: PWE. Kotler, Ph., Setiaw I., Hermawan K. (2017), Marketing 4.0 Era cyfrowa. Warszawa: MT Biznes. Kotler, Ph., Setiaw I., Hermawan K. (2021), Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes. Drapińska, A. (2020), Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG.
	eResources addresses	Adresy na platformie eNauczanie: Podstawy marketingu Analityka Gospodarcza Niestacjonarne Lato 2024 - Moodle ID: 36564 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36564
Example issues/ example questions/ tasks being completed	market segmentation, product levels, marketing strategy	
Work placement	Not applicable	