



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00061393						
Field of study	Engineering 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	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			exam		
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	16.0	8.0	0.0	0.0	0.0	24
	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	24	7.0		69.0	100	
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_W05] integrates data from many sources to analyze complex problems of modern management	plans marketing activities taking into account the internal conditions and external environment of the company			[SW1] Assessment of factual knowledge		
	[K6_U02] prepares and presents convincing, professional presentations of the results of its activities, with their advanced interpretation	professionally presents the results of the conducted marketing analysis by presenting an advanced interpretation			[SU5] Assessment of ability to present the results of task		
Subject contents	Genesis, concepts and notions of marketing Marketing system and its elements Further and closer surroundings Segmentation and selection of the target market Marketing research Customers and their behavior Marketing strategies Product Policy Price policy Distribution policy. Promotion policy						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	Exam	60.0%			51.0%		
	Solving tasks	60.0%			49.0%		
Recommended reading	Basic literature	Marketing. Ujęcie systemowe, M. Daszkowska (red.), wyd. PG, Gdańsk 2005 Kotler P., Marketing, Dom Wyd. Rebis, Poznań 2008					

	Supplementary literature	Kotler P., Armstrong G., Saunders J., Wong V., Marketing. Podręcznik europejski, PWE Warszawa 2002 Garbarski L. Rutkowski I. Wrzosek W., Marketing, Punkt zwrotny nowoczesnej firmy, PWE Warszawa 2000 Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012
	eResources addresses	Adresy na platformie eNauzanie: Podstawy marketingu Zarządzanie Niestacjonarne lato 2024 - Moodle ID: 36485 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=36485
Example issues/ example questions/ tasks being completed	Market segmentation, market capacity, marketing mix	
Work placement	Not applicable	