



## Subject card

Subject name and code	MARKETING, PG_00061100						
Field of study	Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	second-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	1	ECTS credits			3.0		
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					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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	5.0		40.0		75
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	
	[K7_U04] prepares and presents convincing, professional presentations of analysis results, with their in-depth 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	
	[K7_W03] demonstrates in-depth preparation in the application of analytical methods and techniques for formulating and solving problems		plans marketing activities taking into account the internal conditions and external environment of the enterprise			[SW1] Assessment of factual knowledge	
Subject contents	The concept and scope of marketing Marketing management Macroenvironment; microenvironment Customers and their behavior Creating value for target customers Creating a competitive advantage internal marketing; external marketing - product; price policy; place and distribution; promotion and Marketing communication Interactive and relationship marketing Marketing plan New technologies in marketing Marketing and product innovations Design-thinking Inbound marketing Social media marketing Green marketing Corporate Social Responsibility						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Tutorial tasks	0.0%	17.0%
	Test	50.0%	62.0%
	5 quizzes	50.0%	21.0%
Recommended reading	Basic literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008 Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008 Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003	
	Supplementary literature	Kotler P., Armstrong G.: Principles of Marketing. Pearson Education Ltd., Harlow 2014 Hair J. F., Bush R. P., Ortinau D. J.: Marketing Research in a Digital Information Environment. McGraw-Hill/Irwin, New York 2009	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Determine the segmentation criteria of the selected market Explain what product positioning is Explain the concept and application of product life cycle in the market		
Work placement	Not applicable		