



Subject card

Subject name and code	Marketing, PG_00045361						
Field of study	Data Engineering						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Bruno Schivinski				
	Teachers		dr Bruno Schivinski				
Lesson types	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						
	eNauczanie source addresses: Moodle ID: 1155 Marketing <a href="https://enauczanie.pg.edu.pl/2025/course/view.php?id=1155">https://enauczanie.pg.edu.pl/2025/course/view.php?id=1155</a>						
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	To prepare students for independently planning and implementing marketing activities based on knowledge of marketing principles, environmental analysis, and customer behaviour, as well as to foster attitudes related to creativity and social responsibility in the context of real market problems and business operations.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation	is able to prepare and convincingly present the results of marketing analyses, including their advanced interpretation and relevance to the company's strategy.			[SU5] Assessment of ability to present the results of task		
	[K6_K01] demonstrates awareness of legal, ethical and cultural diversity issues, making socially responsible decisions	makes marketing decisions in accordance with ethical and legal principles, particularly through participation in teamwork and reflection on the social responsibility of marketing activities discussed in class.			[SK5] Assessment of ability to solve problems that arise in practice		
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems	is able to collect and integrate marketing data from various sources to analyse complex market problems and formulate strategic recommendations for the enterprise.			[SW1] Assessment of factual knowledge		
Subject contents	<p>Course content – lecture 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. Marketing planning and strategy.</p> <p>Course content – 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
	Solving tasks	60.0%	20.0%
	Written test with open-ended questions	60.0%	70.0%
	Presentation	60.0%	10.0%
Recommended reading	Basic literature	<p>Kotler, P., &amp; Amstrong, G. (2012). Principles of Marketing, 14ed. Global edition. Jakarta. Hal.</p> <p>Stone, M. A. &amp; Desmond, J. (2007). Fundamentals of marketing. Routledge.</p> <p>Kotler, P., &amp; 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		
Example issues/ example questions/ tasks being completed	market segmentation, levels of product, marketing strategy		
Practical activities within the subject	Not applicable		

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