



## 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						
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	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		
Subject contents	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. Marketing planning and strategy.  Exercises: Implementation of tasks - case studies						
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		Stone, M. A. & Desmond, J. (2007). Fundamentals of marketing. Routledge. Kotler, P., & Armstrong, G. (2012). Principles of Marketing, 14ed. Global edition. Jakarta. Hal. Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management, 6ed. Global edition. Pearson Education Limited.				
	Supplementary literature		Articles recommended by the teacher.				
	eResources addresses		Adresy na platformie eNauczanie:				

Example issues/ example questions/ tasks being completed	market segmentation, levels of product, marketing strategy
Work placement	Not applicable

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