



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00061326						
Field of study	Engineering Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
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	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 hab. Edyta Gołąb-Andrzejak					
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45	7.0		48.0	100	
Subject objectives	Identifies the most relevant marketing activities and tools used in business practice, conditioning the making of appropriate marketing decisions						
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 company's internal conditions and external environment		[SW1] Assessment of factual knowledge		
	[K6_U02] prepares and presents convincing, professional presentations of the results of its activities, with their advanced interpretation		presents in a professional manner the results of the marketing analysis carried out, giving a sophisticated interpretation		[SU5] Assessment of ability to present the results of task		
Subject contents	Introduction to marketing Origins and concept of marketing Marketing environment SWOT analysis Segmentation Marketing research The customer - the decision-making process Mission Marketing strategy Product policy Price policy Distribution policy Promotion policy The impact of digital transformation on marketing Ethical dimension of marketing decisions						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Solving tasks		60.0%		49.0%		
	Exam		60.0%		51.0%		

Recommended reading	Basic literature	Marketing. Sztuka konkurowania i współpracy, red. Garbarski L., Krzyżanowska M., Wyd. Poltext. Warszawa 2023 Gary A., Kotler Ph., Marketing. Wprowadzenie, Wyd. Nieoczywiste, 2016 Kotler Ph., Kartajaya H., Setiawan I., Marketing 5.0. Technologie Next Tech, Wyd. MT Biznes, 2021
	Supplementary literature	Marketing. Podręcznik akademicki, red. Waśkowski, Wyd. UE w Poznaniu, Poznań 2022 Kotler. P., Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012 Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2023
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	market segmentation, marketing strategy, marketing mix	
Work placement	Not applicable	