

。 GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

ESSENTIALS OF MARKETING, PG_00061393							
Engineering Manage	ment						
October 2024		Academic year of realisation of subject			2024/2025		
udies ducation 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		
Part-time studies		Mode of delivery			at the university		
1		Language of instruction			Polish		
2		ECTS credits			4.0		
general academic profile		Assessment form			exam		
Department of Marke	ting -> Faculty	of Managemer	nt and Economi	ics			
Subject supervisor dr Natalia Przybylska							
Teachers		Wojciech Kowalczyk					
	dr Natalia Przybylska						
Lesson type	Lecture	Tutorial	Laboratory	Projec	t	Seminar	SUM
Number of study hours	16.0	8.0	0.0	0.0		0.0	24
E-learning hours inclu	uded: 0.0						
Learning activity	classes includ		Participation in consultation hours		Self-study SUM		
Number of study hours	24		7.0		69.0		100
Identifies the most important marketing activities and tools used in business practice, conditioning effective marketing decision-making							
arning outcomes Course outcome		Subject outcome			Method of verification		
[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		
[K6_W05] integrates data many sources to analyze					[SW1] Assessment of factual knowledge		
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							
Subject passing criteria		Passing threshold		Percentage of the final grade			
Solving tasks					49.0%		
Exam		60.0% 51.0%					
Basic literature		Marketing. Ujęcie systemowe, M. Daszkowska (red.), wyd. PG, Gdańsk 2005 Kotler P., Marketing, Dom Wyd. Rebis, Poznań 2008					
	Engineering Manager October 2024 first-cycle studies Part-time studies 1 2 general academic pro Department of Marke Subject supervisor Teachers Lesson type Number of study hours E-learning hours inclu Learning activity Number of study hours E-learning hours inclu Learning activity Number of study hours Identifies the most im marketing decision-m <u>Course out</u> [K6_U02] prepares a convincing, profession presentations of the activities, with their a interpretation [K6_W05] integrates many sources to ana problems of modern Genesis, concepts ar Marketing system an Further and closer st Segmentation and se Marketing strategies Product Policy Distribution policy. P	Engineering Management October 2024 first-cycle studies Part-time studies 1 2 general academic profile Department of Marketing -> Faculty Subject supervisor Teachers Lesson type Lecture Number of study 16.0 E-learning hours included: 0.0 Learning activity Participation in classes includ plan Number of study 24 Identifies the most important market marketing decision-making Course outcome [K6_U02] prepares and presents convincing, professional presentations of the results of its activities, with their advanced interpretation [K6_W05] integrates data from many sources to analyze complex problems of modern management Genesis, concepts and notions of m Marketing system and its elements Further and closer surroundings Segmentation and selection of the to Marketing strategies Product Policy Price policy Distribution policy. Promotion policy	Engineering Management October 2024 Academic y realisation first-cycle studies Subject grown is statistication first-cycle studies Mode of determinity Part-time studies Mode of determinity 1 Language of the construction of the con	Engineering Management October 2024 Academic year of realisation of subject first-cycle studies Subject group Part-time studies Mode of delivery 1 Language of instruction 2 ECTS credits general academic profile Assessment form Department of Marketing -> Faculty of Management and Econom Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk Mumber of study 16.0 8.0 0.0 Number of study 16.0 8.0 0.0 Number of study 24 7.0 Course outcome Identifies the most important marketing activities and tools used in marketing decision-making professionall presents conducted marketing activities, with their advanced interpretation into account the internal environment of the company Interpretation plans marketing activities tal into account the internal environment of the company Genesis, concepts and notions of marketing marketing strategies plans marketing activities tal into account the internal environment of the company Genesis, concepts and notions of marketing Marketing strategies professionall presents be rorducted marketing activities, with their advanced interpretation Interpretation <t< td=""><td>Engineering Management October 2024 Academic year of realisation of subject first-cycle studies Subject group Part-time studies Mode of delivery 1 Language of instruction 2 ECTS credits general academic profile Assessment form Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk umber of study 16.0 8.0 0.0 0.0 Number of study Participation in didactic classes included in study plan Participation in consultation hours Number of study 24 7.0 7.0 Number of study 24 7.0 10 Number of study 16 its advanced interpretation analysis by presenting an advanced interpretation Interpretation genesits, concepts and presents convincing, professional presentations of the results of its advanced interpretation plans marketing activities taking into account the internal environment of the company Genesis, concepts and notions of marketing setternal environment of the company genesis, concepts and notions of marketing Product Policy Product Policy Promotion policy</td><td>Engineering Management Academic year of realisation of subject 2024/realisation of subject October 2024 Academic year of realisation of subject 2024/realisation of subject first-cycle studies Subject group Obligg field of Subject Part-time studies Mode of delivery at the Language of instruction 1 Language of instruction Polish 2 ECTS credits 4.0 general academic profile Assessment form exam Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk exam exam Jummber of study 16.0 8.0 0.0 0.0 Number of study Participation in didactic classes included in study plan Participation in classes included in study plan Participation in didactic consultation hours Self-st Identifies the most important marketing activities and tools used in business pracmarketing decision-making professionally presenting an advanced interpretation Subject outcome [K6_UO2] prepares and presents of the conducted marketing antysis by presenting an advanced interpretation SWI Marketing system and its elements problems of modern management professionally presenting an ad</td><td>Engineering Management Academic year of realisation of subject 2024/2025 October 2024 Academic year of realisation of subject 2024/2025 first-cycle studies Subject group Obligatory subject field of study Subject group retain research in the field of study Subject group retain research in the field of study Part-time studies Mode of delivery at the university 1 Language of instruction Polish 2 ECTS credits 4.0 general academic profile Assessment form exam Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk work dr Natalia Przybylska Lesson type Lecture Tutorial Laboratory Project Seminar Number of study 16.0 8.0 0.0 0.0 0.0 0.0 Learning activity Participation in didactic classification in didactic classification marking decision-making consultation hours Self-study Identifies the most important marketing activities and tools used in business practice, condition marketing decision-making advinced interpretation Identifies, with their advanced interpretation <t< td=""></t<></td></t<>	Engineering Management October 2024 Academic year of realisation of subject first-cycle studies Subject group Part-time studies Mode of delivery 1 Language of instruction 2 ECTS credits general academic profile Assessment form Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk umber of study 16.0 8.0 0.0 0.0 Number of study Participation in didactic classes included in study plan Participation in consultation hours Number of study 24 7.0 7.0 Number of study 24 7.0 10 Number of study 16 its advanced interpretation analysis by presenting an advanced interpretation Interpretation genesits, concepts and presents convincing, professional presentations of the results of its advanced interpretation plans marketing activities taking into account the internal environment of the company Genesis, concepts and notions of marketing setternal environment of the company genesis, concepts and notions of marketing Product Policy Product Policy Promotion policy	Engineering Management Academic year of realisation of subject 2024/realisation of subject October 2024 Academic year of realisation of subject 2024/realisation of subject first-cycle studies Subject group Obligg field of Subject Part-time studies Mode of delivery at the Language of instruction 1 Language of instruction Polish 2 ECTS credits 4.0 general academic profile Assessment form exam Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk exam exam Jummber of study 16.0 8.0 0.0 0.0 Number of study Participation in didactic classes included in study plan Participation in classes included in study plan Participation in didactic consultation hours Self-st Identifies the most important marketing activities and tools used in business pracmarketing decision-making professionally presenting an advanced interpretation Subject outcome [K6_UO2] prepares and presents of the conducted marketing antysis by presenting an advanced interpretation SWI Marketing system and its elements problems of modern management professionally presenting an ad	Engineering Management Academic year of realisation of subject 2024/2025 October 2024 Academic year of realisation of subject 2024/2025 first-cycle studies Subject group Obligatory subject field of study Subject group retain research in the field of study Subject group retain research in the field of study Part-time studies Mode of delivery at the university 1 Language of instruction Polish 2 ECTS credits 4.0 general academic profile Assessment form exam Department of Marketing -> Faculty of Management and Economics Subject supervisor dr Natalia Przybylska Teachers Wojciech Kowalczyk work dr Natalia Przybylska Lesson type Lecture Tutorial Laboratory Project Seminar Number of study 16.0 8.0 0.0 0.0 0.0 0.0 Learning activity Participation in didactic classification in didactic classification marking decision-making consultation hours Self-study Identifies the most important marketing activities and tools used in business practice, condition marketing decision-making advinced interpretation Identifies, with their advanced interpretation <t< td=""></t<>

	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 eNauczanie: Podstawy marketingu Zarządzanie Niestacjonarne lato 2025 - Moodle ID: 43734 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=43734		
Example issues/ example questions/ tasks being completed	Market segmentation, market capacity, marketing mix			
Work placement	Not applicable			

Document generated electronically. Does not require a seal or signature.