



Subject card

| | | | | | | | |
|---|---|--|---|-------------------------------------|--|------------|-----|
| Subject name and code | ESSENTIALS OF MARKETING, PG_00058499 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| 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 | | assessment | | |
| Conducting unit | Department of Marketing -> Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Natalia Przybylska | | | | |
| | Teachers | | | | | | |
| 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 | | 10.0 | | 60.0 | 100 |
| Subject objectives | Identifies basic assumptions for marketing activities and tools used in business practice that determine effective marketing decision making. | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [K6_W04] demonstrates a creative and entrepreneurial activity in identifying and solving innovative ideas | | plans marketing strategy and tactical-operational activities taking into account the company's external environment and internal conditions | | [SW1] Assessment of factual knowledge | | |
| | [K6_U01] explains how to analyze and evaluate economic and social processes in the context of the possibility of their improvement | | explains what factors are considered in designing a marketing strategy | | [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools | | |
| Subject contents | Introduction to marketing. Evolution, concepts and terms of marketing.Marketing system and its elements. The concept of market.Micro and macroenvironment. Segmentation and target market. Clients and their behavior. Mission and marketing strategies. Marketing mix - 4P. Product. Price. Distribution. Promotion. | | | | | | |
| Prerequisites and co-requisites | none | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | exercises | | 60.0% | | 20.0% | | |
| | test | | 60.0% | | 80.0% | | |
| Recommended reading | Basic literature | | Kotler, Ph., Keller K. L. (2017), Marketing. Poznań: Dom Wydawniczy Rebis. Kotler, P. (2008) , Marketing. Poznań: Dom Wydawniczy Rebis. | | | | |

| | | |
|--|---|---|
| | Supplementary literature | Kotler Ph., G. Armstrong, J. Saunders, V. Wong (2002). Marketing. Podręcznik europejski. Warszawa: PWE. Kotler Ph., Setiaw I., Hermawan K. (2017). Marketing 4.0 Era cyfrowa. Warszawa: MT Biznes. Kotler Ph., Setiaw I., Hermawan K. (2021). Marketing 5.0 Era cyfrowa, Warszawa: MT Biznes. Drapińska, A. (2020). Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG. |
| | eResources addresses | Adresy na platformie eNauczanie: |
| Example issues/ example questions/ tasks being completed | market segmentation, product levels, marketing strategy | |
| Work placement | Not applicable | |