



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	