



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00061167						
Field of study	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			English		
Semester of study	2	ECTS credits			5.0		
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 Natalia Przybylska				
	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		8.0		72.0	125
Subject objectives	Identifies the most important marketing activities and tools used in business practice, conditioning effective marketing decision-making						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] demonstrates creative and entrepreneurial activity in identifying and solving innovative ideas		plans marketing activities taking into account the internal conditions and external environment of the company, preparing a project for their implementation		[SW1] Assessment of factual knowledge		
[K6_U01] explains how to analyze and evaluate management processes in the context of their improvement potential		presents the results of the conducted marketing analysis in a professional manner, presenting its advanced interpretation		[SU5] Assessment of ability to present the results of task			
Subject contents	<p>LECTURE</p> <p>The concept of marketing and the marketing system Marketing management Customers and their behavior Creating value for target customers Creating a competitive advantage Product creation and product policy Pricing policy Place and distribution Promotion and marketing communication Interactive and relationship marketing Digital marketing Ethics and social responsibility of marketing</p> <p>EXERCISES</p> <p>Defining marketing and elements of the marketing system Analysis of the macroenvironment Microenvironment analysis Recognition of customers and buyer behavior Creating value for target customers Building a competitive advantage Product creation Pricing policy Distribution design Designing promotions and marketing communications Creating relationship marketing Understanding digital marketing Implementation of marketing ethics and social responsibility</p>						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	60.0%	60.0%
	Project	60.0%	31.0%
	Pitch Presentation	0.0%	9.0%
Recommended reading	Basic literature	<p>Ph. Kotler, G. Armstrong, Principles Of Marketing (15th Edition),prentice Hall, 2013,</p> <p>Ph. Kotler, K. Keller, Marketing (14th Edition), Poznań, 2019,</p> <p>Seth Godin, This is Marketing, Portfolio Penguin, 2019.</p> <p>Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. <i>Marketing 5.0: Technology for humanity</i>. John Wiley & Sons, 2021.</p>	
	Supplementary literature	<p>Blythe J.: Principles & Practise of Marketing, THOMSON, London 2006</p> <p>Hair J.F., Bush R.P., Ortinau D.J., Marketing Research in a Digital Information Environment, McGraw-Hill/Irwin, New York 2009</p> <p>Clow, K.E., Baack D., Integrated Advertising, Promotion, and Marketing Communication, Pearson Education Ltd, Harlow 2014</p>	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed	Define your most important marketing challenges.Characterize the advantages and disadvantages of direct distribution channels.How to diversify the company's offer through services?Write examples of engagement tactics in social media.		
Work placement	Not applicable		