



## Subject card

Subject name and code	Management and Marketing, PG_00042263						
Field of study	Civil Engineering						
Date of commencement of studies	February 2025		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		Optional subject group Humanistic-social subject group		
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		2.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Building Engineering -> Faculty of Civil and Environmental Engineering						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Magdalena Apollo				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	15.0	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		3.0		17.0	50
Subject objectives	Presentation of marketing issues related to the construction sector.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U15] has advanced skills in civil engineering within offered specialization/profile		Student can develop a business plan for a construction company.		[SU1] Assessment of task fulfilment [SU5] Assessment of ability to present the results of task		
	[K7_W15] has deep and adequate knowledge of civil engineering, within offered specialization and profile		The student has an organized and in-depth knowledge of brand and product management in the construction sector.		[SW1] Assessment of factual knowledge		
	[K7_K03] can think and act creatively and enterprisingly and works for society		The student is able to act creatively when choosing the most appropriate carriers for an advertising campaign in the construction sector.		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	The basics of marketing for construction companies, real estate marketing, marketing of construction services and products, marketing tools, advertising media, advertising campaign in the construction sector, shaping the company's image.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	credit		60.0%		100.0%		
Recommended reading	Basic literature		Dorota Filar, SKUTECZNA KOMUNIKACJA I PROMOCJA, UMCS Lublin 2012				
	Supplementary literature		<a href="http://dlarynkupracy.umcs.pl/wp-content/uploads/2011/02/wspolczesny-marketing1.pdf">http://dlarynkupracy.umcs.pl/wp-content/uploads/2011/02/wspolczesny-marketing1.pdf</a>				
	eResources addresses		Adresy na platformie eNauczanie:				
Example issues/ example questions/ tasks being completed	Design of an advertising campaign for a selected product or service.						
Work placement	Not applicable						

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