

## 。 GDAŃSK UNIVERSITY OF TECHNOLOGY

## Subject card

Mode of study       Full-time studies         Year of study       1         Semester of study       2         Learning profile       general academic profile         Conducting unit       Department of Buildi         Name and surname       Subject supervisor         of lecturer (lecturers)       Teachers         Lesson types and methods       Lesson type         of instruction       Lesson type         Number of study hours       Learning nours incl         Learning activity       Learning nours incl         Learning outcomes       Course ou         [K7_U15] has advar       civil engineering with         specialization/profile       [K7_W15] has deep         [K7_W15] has deep       knowlege of civil engineering with         specialization/profile       [K7_K03] can think a         [K7_K03] can think a       creatively and enter         works for society       works for society         Subject contents       The basics of market services and product shaping the company         Prerequisites       Subject passin credit         Assessment methods       Subject passin credit         Recommended reading       Basic literature         Supplementary litera       Resources address	Management and Marketing, PG_00042263								
Date of commencement of studiesFebruary 2025Education levelsecond-cycle studiesMode of studyFull-time studiesYear of study1Semester of study2Learning profilegeneral academic prConducting unitDepartment of BuildiName and surname of lecturer (lecturers)Subject supervisorLesson types and methods of instructionLesson typeNumber of study hoursLearning activity and number of study hoursSubject objectivesPresentation of mark Learning outcomesSubject objectivesPresentation of mark specialization/profile[K7_U15] has advar civil engineering wit specialization/profile[K7_W15] has deep knowlege of civil engineering wit specialization/profileSubject contentsThe basics of market services and product shaping the companyPrerequisites and co-requisitesSubject passir creditRecommended readingSubject passir creditRecommended readingSuplementary litera credit									
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Learning activity       Learning activity         and number of study hours       Number of study hours         Subject objectives       Presentation of mark         Learning outcomes       Course our [K7_U15] has advar civil engineering with specialization/profile         [K7_W15] has deep knowlege of civil engineering within offered special profile         [K7_K03] can think a creatively and enter works for society         Subject contents       The basics of market services and product shaping the company         Prerequisites and co-requisites       Subject passir credit         Assessment methods and criteria       Subject passir credit         Recommended reading       Basic literature         Supplementary literatively and reading errors       Supplementary literatively and enter works for society	15.0	0.0	15.0	0.0		0.0	30		
and number of study hours       Number of study hours         Subject objectives       Presentation of mark         Learning outcomes       Course out [K7_U15] has advar civil engineering with specialization/profile         [K7_W15] has deep knowlege of civil engineering within offered special profile         [K7_K03] can think a creatively and enter works for society         Subject contents       The basics of market services and product shaping the company         Prerequisites and co-requisites       Subject passir credit         Assessment methods and criteria       Subject passir credit         Recommended reading       Basic literature         Supplementary literation       Supplementary literation	E-learning hours included: 0.0								
hours         Subject objectives       Presentation of mark         Learning outcomes       Course out [K7_U15] has advar civil engineering with specialization/profile         [K7_W15] has deep knowlege of civil engineering within offered special profile         [K7_K03] can think a creatively and enter works for society         Subject contents       The basics of market services and product shaping the company         Prerequisites and co-requisites       Subject passin credit         Recommended reading       Basic literature         Supplementary literative eresources address	Participation in classes includ plan				Self-study		SUM		
Learning outcomes       Course out         [K7_U15] has advar       [K7_U15] has advar         civil engineering with       specialization/profile         [K7_W15] has deep       [K7_K03] can think a         profile       [K7_K03] can think a         [K7_K03] can think a       creatively and enter         works for society       works for society         Subject contents       The basics of market         Prerequisites       and co-requisites         and co-requisites       Subject passir         credit       Basic literature         Supplementary litera       eResources address	30		3.0	3.0 1			50		
[K7_U15] has advar         [K7_U15] has advar         civil engineering with         specialization/profile         [K7_W15] has deep         knowlege of civil eng         within offered special         profile         [K7_K03] can think a         creatively and enter         works for society         Subject contents         The basics of market         services and product         shaping the company         Prerequisites         and co-requisites         Assessment methods         and criteria         Recommended reading         Basic literature         Supplementary litera         eResources address	Presentation of marketing issues related to the construction sector.								
civil engineering with         specialization/profile         [K7_W15] has deep         knowlege of civil eng         within offered special         profile         [K7_K03] can think a         creatively and enter         works for society         Subject contents         The basics of market         services and product         shaping the company         Prerequisites         and co-requisites         Assessment methods         and criteria         Recommended reading         Basic literature         Supplementary litera         eResources address	Course outcome Subject outcome Method of verification					ification			
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Creatively and enterworks for society         Subject contents       The basics of market services and product shaping the company         Prerequisites       Assessment methods and criteria         Recommended reading       Basic literature         Supplementary literative       Supplementary literative         Resources address       Supplementary literative	[K7_W15] has deep and adequate knowlege 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			
Prerequisites       services and product shaping the company         Prerequisites       and co-requisites         Assessment methods and criteria       Subject passir credit         Recommended reading       Basic literature         Supplementary literative       Supplementary literative         eResources address       eresources address	[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			
and co-requisites       Subject passin         Assessment methods       Subject passin         and criteria       Credit         Recommended reading       Basic literature         Supplementary literative       Supplementary literative         eResources address       Exercise address	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.								
and criteria  Recommended reading  Basic literature  Supplementary litera  eResources address									
Recommended reading Basic literature Supplementary litera eResources address	Subject passing criteria		Passing threshold			Percentage of the final grade			
Supplementary litera eResources address	credit		60.0%			100.0%			
eResources address	Basic literature			Dorota Filar, SKUTECZNA KOMUNIKACJA I PROMOCJA, UMCS Lublin 2012					
	Supplementary literature		http://dlarynkupracy.umcs.pl/wp-content/uploads/2011/02/wspolczesny- marketing1.pdf						
Evenue la leave a l	eResources addresses Adresy na platformie eNauczanie:								
Example issues/ Design of an advertise example questions/ tasks being completed	Design of an advertising campaign for a selected product or service.								
Work placement Not applicable									

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