



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00066475						
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 hab. Edyta Gołąb-Andrzejak				
	Teachers		Wojciech Kowalczyk				
			dr hab. Edyta Gołąb-Andrzejak				
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		5.0		65.0	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_U01] Analyzes and evaluates economic and social processes in the context of their potential improvement, conducting a critical assessment and synthesis of the information used		explains what factors are considered in designing a marketing strategy		[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information		
	[K6_W04] Possesses advanced knowledge of the principles of creative and entrepreneurial action, including identifying and implementing innovative ideas while considering copyright protection requirements.		plans marketing strategy and tactical-operational activities taking into account the company's external environment and internal conditions		[SW1] Assessment of factual knowledge		
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
	test	60.0%	80.0%
	exercises	60.0%	20.0%
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		

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