



Subject card

Subject name and code	ESSENTIALS OF MARKETING, PG_00066517						
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	Part-time studies (on-line)	Mode of delivery			blended-learning		
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	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 12.0						
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	16	5.0		79.0	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, definition and concepts of marketing. Marketing environment. Selected methods of environment analysis. Segmentation and target market selection. Client and his/her behaviour. Mission and marketing strategy. Marketing mix - 4P. Product policy. Price policy. Distribution policy. Promotion policy.						
Prerequisites and co-requisites	none						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	case studies	60.0%	30.0%
	writing exam	60.0%	70.0%
Recommended reading	Basic literature	Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2025 Marketing. Sztuka konkurencji i współpracy, red. Garbarski L., Krzyżanowska M., Wyd. Poltext. Warszawa 2023 Gary A., Kotler Ph., Marketing. Wprowadzenie, Wyd. Nieoczywiste, 2016 Kotler Ph., Kartajaya H., Setiawan I., Marketing 5.0. Technologie Next Tech, Wyd. MT Biznes, 2021	
	Supplementary literature	Marketing. Podręcznik akademicki, red. Waśkowski, Wyd. UE w Poznaniu, Poznań 2022 Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2023 Kotler, P, Kartajaya, H., Setiawan, I., Marketing 6.0. Przyszłość jest immersyjna, MT Biznes, Warszawa, 2024	
	eResources addresses	Adresy na platformie eNauczenie: PODSTAWY MARKETINGU AGI NST, SEM. 2 - LATO 2024/25 - Moodle ID: 43840 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=43840	
Example issues/ example questions/ tasks being completed	market segmentation product levels marketing strategy		
Work placement	Not applicable		

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