



## Subject card

Subject name and code	Marketing, PG_00045361						
Field of study	Data Engineering						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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	2		Language of instruction		English		
Semester of study	3		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Marketing -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Przybylska				
	Teachers		dr Natalia Przybylska				
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		2.0		18.0	50
Subject objectives	Study the basic knowledge of marketing, development of skills in marketing management, in particular the formulation of marketing strategy and planning marketing programs.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U02] prepares and presents convincingly professional presentations of the results of undertaken activities, with their advanced interpretation		The student is able to prepare and convincingly present the results of marketing analyses, including their advanced interpretation and relevance to the company's strategy		[SU2] Assessment of ability to analyse information [SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools		
	[K6_K01] demonstrates awareness of legal, ethical and cultural diversity issues, making socially responsible decisions		The student is able to consider legal, ethical, and cultural diversity aspects when developing marketing strategies and make decisions aligned with the principles of corporate social responsibility		[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems		The student is able to collect and integrate marketing data from various sources to analyze complex market problems and formulate strategic recommendations for the enterprise		[SW2] Assessment of knowledge contained in presentation		
Subject contents	Lectures: Origin and marketing concepts. Marketing system and its components. Marketing environments. Segmentation and target market selection. Marketing research. Customers and their behavior. Product politics. Price politics. Place politics. Promotion politics. Marketing planning and strategy.  Exercises: Implementation of tasks - case studies						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	60.0%	60.0%
	solving tasks	60.0%	40.0%
Recommended reading	Basic literature	Stone, M. A. & Desmond, J. (2007). Fundamentals of marketing. Routledge. Kotler, P., & Amstrong, G. (2012). Principles of Marketing, 14ed. Global edition. Jakarta. Hal. Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management, 6ed. Global edition. Pearson Education Limited.	
	Supplementary literature	Articles recommended by the teacher.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	market segmentation, levels of product, marketing strategy		
Work placement	Not applicable		

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