



Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00067194						
Field of study	MARKETING MIĘDZYNARODOWY						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
Education level	first-cycle studies	Subject group			Optional subject group 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	3	Language of instruction			Polish		
Semester of study	5	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 hab. Edyta Gołąb-Andrzejak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	eNauczanie source addresses: Moodle ID: 46825 MARKETING MIĘDZYNARODOWY EI i AGI, sem. 5 - zimowy 2025/26 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46825						
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		15.0	50
Subject objectives	Preparing students for independent analysis and design of marketing activities in an international environment based on knowledge of globalisation, internationalisation and marketing instruments, while shaping attitudes of critical analysis, responsibility and teamwork in the context of business practice and lifelong learning.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_K03] exhibits critical and analytical thinking skills and integrates knowledge from multiple disciplines while acting in an entrepreneurial manner.		is prepared to critically evaluate their knowledge and sources of information, in particular by participating in team analyses of cases and projects related to international marketing			[SK5] Ocena umiejętności rozwiązywania problemów występujących w praktyce	
	[K6_U06] acquires new knowledge by planning lifelong learning strategies.		is able to identify areas requiring additional knowledge in the field of international marketing, using case study methods, foreign market segmentation techniques and criteria for selecting entry strategies to assess real market situations and formulate a plan for its systematic acquisition			[SU3] Ocena umiejętności wykorzystania wiedzy uzyskanej w ramach przedmiotu	

Subject contents	Course content – exercises The role of international marketing Globalisation and internationalisation of enterprises International marketing planning Analysis of the international environment Marketing research of foreign markets Segmentation in foreign markets Strategies for entering foreign markets Principles of international enterprise operation International product strategies Pricing policy in international trade Logistics and distribution in foreign markets Promotion in the international market The Internet in international marketing and digital marketing		
Prerequisites and co-requisites	Basics of marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Case study – team project	60.0%	30.0%
	Test with open-ended questions	60.0%	50.0%
	Case studies - team presentation and team project	60.0%	20.0%
Recommended reading	Basic literature	Fonfara, K. (red.) (2021). Marketing międzynarodowy. Współczesne trendy i praktyka. Warszawa: Wydawnictwo Naukowe PWN. Duliniec, E. (2009). Marketing międzynarodowy. Warszawa: Polskie Wydawnictwo Ekonomiczne.	
	Supplementary literature	Grzesiuk, A. (2019). Marketing międzynarodowy. Warszawa: CeDeWu. Wiktor, J.W., Oczkowska, R., Żbikowska, A. (2008). Marketing międzynarodowy Zarys problematyki. Warszawa: PWE.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Characterize the specificity of the analysis of the international environment. What types of export strategy can the enterprise employ? What is the segmentation process in international marketing? Characterize all the steps in the process. Discuss communication strategies in international markets based on the analysis of the cultural environment. Compare the strategy of adaptation and standardization.		
Practical activities within the subject	Not applicable		

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