



Subject card

Subject name and code	MARKETING, PG_00061100						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	second-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		blended-learning		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		3.0		
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						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 8.0						
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		40.0	75
Subject objectives	Identifies the most important marketing activities and tools used in business practice, conditioning effective marketing decision-making						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W03] demonstrates in-depth knowledge of the applications of analytical methods and techniques for formulating and solving problems.		plans marketing activities taking into account the internal conditions and external environment of the enterprise		[SW1] Assessment of factual knowledge		
	[K7_U04] is able to prepare and convincingly present the results of specialized analyses, providing in-depth interpretation during debates and meetings with various audiences.		professionally presents the results of the conducted marketing analysis by presenting an advanced interpretation		[SU5] Assessment of ability to present the results of task		
Subject contents	<ul style="list-style-type: none">• The concept and scope of marketing• Marketing management• Macro and micro environment• Consumer behavior• Creating value for target customers• Creating competitive advantage• Internal and external marketing• Product, price, place, promotion strategy• Marketing communication• Interactive and relationship marketing• Marketing plan• New technologies in marketing• Marketing and product innovations• Digital marketing• Modern trends in marketing, including the use of artificial intelligence (AI)						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Quizzes		50.0%		30.0%		
	Exam		50.0%		70.0%		

Recommended reading	Basic literature	Seth Godin, This is Marketing, Portfolio Penguin, 2019Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. Marketing 6.0: the future is immersive. John Wiley & Sons, 2023.
	Supplementary literature	Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003Lindstrom, Martin. <i>Buyology: How everything we believe about why we buy is wrong</i> . Random House, 2012.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>How we can distinguish physical products by adding special services?</p> <p>What is the characteristics of the exclusive distribution?</p> <p>What characteristics should a market segment have?</p> <p>Explain why a business needs a website ?</p>	
Work placement	Not applicable	

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