



## Subject card

Subject name and code	Fundamentals of Marketing, PG_00068491						
Field of study	Engineering Management						
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	Part-time studies (on-line)		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		4.0		
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						
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	8.0	0.0	0.0	0.0	24
	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	24		4.0		72.0	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_W05] possesses advanced knowledge in integrating data from various sources and in the methods that enable a comprehensive analysis of contemporary management issues.		understands how to use information from various market sources to analyze a company's marketing situation and is familiar with basic methods that support managerial decision-making		[SW3] Assessment of knowledge contained in written work and projects		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of engineering management, and by evaluating diverse opinions during discussions and debates.		can present and justify marketing solutions clearly and effectively, using appropriate terminology and engaging with differing viewpoints during discussions		[SU5] Assessment of ability to present the results of task		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		is able to recognize the implications of marketing decisions and take actions that balance business goals with responsibility toward customers, society, and the environment		[SK5] Assessment of ability to solve problems that arise in practice		
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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