



Subject card

Subject name and code	Fundamentals of Marketing, PG_00068535						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		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						
	Teachers						
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: 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	16		4.0		55.0	75
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_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with 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		
	[K6_U01] demonstrates the ability to leverage acquired knowledge to address complex economic, financial, and social challenges.		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		
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		
	writting exam		60.0%		70.0%		
	case studies		60.0%		30.0%		

Recommended reading	Basic literature	Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2025 Marketing. Sztuka konkurencyjności 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 eNauczanie:
Example issues/ example questions/ tasks being completed	market segmentation product levels marketing strategy	
Work placement	Not applicable	

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