GDAŃSK UNIVERSITY OF TECHNOLOGY

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 -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska	
	Teachers	dr Natalia Przybylska	

Lesson types

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

eNauczanie source addresses:

Moodle ID: 4081 Podstawy marketingu Analityka Gospodarcza Niestacjonarne Lato 2026
https://enauczanie.pg.edu.pl/2025/course/view.php?id=4081

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_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	[SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools
[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

Subject contents

Course content – lecture
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.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">none</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>case studies</td><td>60.0%</td><td>30.0%</td></tr><tr><td>writting exam</td><td>60.0%</td><td>70.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">Kotler. P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2025
Marketing. Sztuka konkurowania 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</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">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</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">market segmentation
product levels
marketing strategy</td></tr>
<tr><td>Practical activites within the subject</td><td colspan="3">Not applicable</td></tr>
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