



Subject card

Subject name and code	FUNDAMENTALS OF MARKETING, PG_00070824						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026	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	Full-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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30	3.0	42.0	75		
Subject objectives	preparation of students to analyse and interpret fundamental marketing issues and to formulate basic marketing decisions within the context of creative and entrepreneurial organisational activity, grounded in knowledge of core marketing concepts, tools and determinants, as well as fostering a sense of responsibility and awareness of the consequences of market decisions in relations with stakeholders.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W05] possesses advanced knowledge in integrating data from various sources and in methods that enable a comprehensive analysis of economic problems.	knows and understands fundamental marketing concepts, tools, and determinants, including the use of data from various sources to analyze and interpret economic problems in an organization's market activities.			[SW1] Assessment of factual knowledge		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of economic analytics, and by evaluating diverse opinions during discussions and debates.	is able to analyze marketing problems and formulate marketing decisions, communicating their rationale through presentations and discussions using terminology specific to marketing and economic analytics.			[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_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is ready to make responsible and ethical marketing decisions, taking into account their economic, social, and environmental impact, and demonstrates an entrepreneurial attitude in market activities.			[SK2] Assessment of progress of work [SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture 1. Introduction to marketing. 2. Evolution, definition and concepts of marketing. 3. Marketing environment. 4. Selected methods of environment analysis. 5. Segmentation and target market selection. 6. Client and his/her behaviour. 7. Mission and marketing strategy. 8. Marketing mix - 4P. 9. Product policy. 10. Price policy. 11. Distribution policy. 12. Promotion policy.		
	Course content – exercises 1. Introduction to marketing. 2. Evolution, definition and concepts of marketing. 3. Marketing environment. 4. Selected methods of environment analysis. 5. Segmentation and target market selection. 6. Client and his/her behaviour. 7. Mission and marketing strategy. 8. Marketing mix - 4P. 9. Product policy. 10. Price policy. 11. Distribution policy. 12. Promotion policy.		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	writing exam	60.0%	70.0%
	case studies	60.0%	30.0%
Recommended reading	Basic literature	1. Kotler, P, Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2025 2. Marketing. Sztuka konkutowania i współpracy, red. Garbarski L., Krzyżanowska M., Wyd. Poltext. Warszawa 2023 3. Gary A., Kotler Ph., Marketing. Wprowadzenie, Wyd. Nieoczywiste, 2016 4. Kotler Ph., Kartajaya H., Setiawan I., Marketing 5.0. Technologie Next Tech, Wyd. MT Biznes, 2021	
	Supplementary literature	1. Marketing. Podręcznik akademicki, red. Waškowski, Wyd. UE w Poznaniu, Poznań 2022 2. Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2023 3. Kotler, P, Kartajaya, H., Setiawan, I., Marketing 6.0. Przyszłość jest immersyjna, MT Biznes, Warszawa, 2024	
	eResources addresses		
Example issues/ example questions/ tasks being completed	market segmentation product levels marketing strategy		
Practical activities within the subject	Not applicable		

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