



Subject card

Subject name and code	MARKETING, PG_00071704						
Field of study	Management						
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				English	
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 Bruno Schivinski					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45	3.0	27.0	75		
Subject objectives	to prepare students for independently planning and implementing marketing activities based on knowledge of marketing principles, environmental analysis, and customer behaviour, as well as to foster attitudes related to creativity and social responsibility in the context of real market problems and business operations.						
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.	knows and understands advanced analytical methods, such as market analysis, competition analysis, and consumer behaviour analysis. How to use these methods to solve marketing problems and make sound decisions. How to analyse the impact of the environment (e.g., trends, technology, competition) on marketing decisions.			[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[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 conduct a marketing analysis and present its results professionally, using data interpretation methods and providing arguments for recommendations regarding improvements.			[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of management, and by evaluating diverse opinions during discussions and debates.	is able to communicate marketing concepts clearly by preparing presentations and statements using appropriate terminology and engaging with different opinions on consumer behavior, marketing strategies, and emerging trends (including digital marketing and AI).			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	Course content – lecture 1. Introduction to Marketing 2. Scope of Marketing 3. The Importance of Marketing Management in Business 4. Market Segmentation Strategies: Implementation and Purpose 5. Understanding the Marketing Mix Concept 6. Career Pathways: Transitioning into Product Management 7. Fundamentals of Pricing Strategy 8. Distribution Channels: Ensuring Product Success 9. Promotion and Marketing Communications in the Digital Age 10. Digital Marketing Fundamentals 11. Content and Social Media Marketing 12. Service Marketing: People, Process, and Physical Evidence 13. Branding and Brand Management 14. Ethics and Social Responsibility in Marketing 15. Revision and Final Remarks		
	Course content – exercises 1. Introduction 2. Group presentations: Company and Product 3. PowerPoint presentation of selected company and new product 4. Current marketing situation: Market description 5. Current marketing situation: Product review 6. Current marketing situation: Review of competition and distribution 7. Analysis of threats and opportunities (SWOT) 8. Objectives and issues 9. Marketing strategy 10. Action programs 11. Budgets 12. Control and monitoring 13. Revision and finalization of marketing plan 14. Final Marketing Plan presentations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	60.0%	60.0%
	Marketing project and presentation	60.0%	40.0%
Recommended reading	Basic literature	1. Seth Godin, <i>This is Marketing</i> , Portfolio Penguin, 2019 2. Kotler P., Armstrong G.: <i>Principles of Marketing</i> . Pearson Prentice Hall, New Jersey 2008 3. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. <i>Marketing 6.0: the future is immersive</i> . John Wiley & Sons, 2023.	
	Supplementary literature	1. Baines P., Fill Ch., Page K.: <i>Marketing</i> . Oxford University Press, Oxford 2008 2. Wood M. B.: <i>The Marketing Plan</i> . Prentice Hall, New Jersey 2003 3. Lindstrom, 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	<ul style="list-style-type: none"> <li>• How we can distinguish physical products by adding special services?</li> <li>• What is the characteristics of the exclusive distribution?</li> <li>• What characteristics should a market segment have?</li> </ul>		
Practical activities within the subject	Not applicable		

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