



Subject card

Subject name and code	MARKETING, PG_00061100						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	second-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		e-learning		
Year of study	1		Language of instruction		English		
Semester of study	1		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		dr Bruno Schivinski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
	eNauczanie source addresses: Moodle ID: 6024 MARKETING 2026/2027 https://enauczanie.pg.edu.pl/2025/course/view.php?id=6024						
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		5.0		40.0	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		
	[K7_U04] is able to prepare and convincingly present the results of specialized analyses, providing in-depth interpretation during debates and meetings with various audiences.		is able to understand and interpret trends, identify and chose correct marketing strategies, and concisely generate managerial interpretations		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W03] demonstrates in-depth knowledge of the applications of analytical methods and techniques for formulating and solving problems.		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		

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		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Quiz with multiple choice and open-ended questions	60.0%	40.0%
	Written exam	60.0%	60.0%
Recommended reading	Basic literature	Seth Godin, This is Marketing, Portfolio Penguin, 2019Kotler P., Armstrong G.: Principles of Marketing. Pearson Prentice Hall, New Jersey 2008 Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. Marketing 6.0: the future is immersive. John Wiley & Sons, 2023.	
	Supplementary literature	Baines P., Fill Ch., Page K.: Marketing. Oxford University Press, Oxford 2008 Wood M. B.: The Marketing Plan. Prentice Hall, New Jersey 2003 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	How we can distinguish physical products by adding special services? What is the characteristics of the exclusive distribution? What characteristics should a market segment have?		
Practical activites within the subject	Not applicable		

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