University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00119099		
Field of study	Economics		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Dariusz Tłoczyński	
	Teachers	dr hab. Dariusz Tłoczyński dr hab. Krzysztof Grzelec	

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: 0.0

eNauczanie source addresses:
Moodle ID: 13704 Marketing 2026
https://mdl.ug.edu.pl/course/view.php?id=13704

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	0.0	0.0	30

Subject objectives

1. to learn the essence of marketing

2. to learn the principles of conducting market segmentation

3. to acquire the skills of applying marketibg instruments

4. to acquire the skills of drawing up a marketing strategy

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to correctly observe and interpret marketing situations and processes. The student is able to use basic theoretical knowledge and obtain data to analyse concrete market processes and situations	[SU4] test/exam - oral or written
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Student can use marketing instruments	[SU4] test/exam - oral or written
[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students will be able to participate in the analysis and evaluation of alternative solutions to marketing problems and select instruments to solve them rationally.	[SU4] test/exam - oral or written
[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has basic knowledge of processes, phenomena occurring in the marketing - market relations, has basic knowledge of marketing instruments.	[SW4] test/exam - oral or written
[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and solves problems and applies various options for solutions in business practice	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Students are able to interact and work in a group, assuming various roles in it	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task

Subject contents

1. Course topic The essence of marketing- Concept, conditions and assumptions of marketing functioning- Structure of the research and instrumental sphere of marketing- Evolution of marketing
2. Session topic Marketing and operating conditions - External and internal operating conditions - Dependent and independent operating conditions - Operating conditions and the structure of marketing
3. Course topic Fundamentals of marketing decisions - Searching for opportunities - SWOT analysis as a tool for selecting attractive courses of action - Portfolio methods
4. Class topic Consumer behaviour in the market - Models of consumer behaviour in the market - Factors characterising consumers as determinants of their behaviour in the market - Phases, types and types of pricing decisions
5. Class topic Market segmentation and product placement in the market- Concept, criteria and procedure of segmentation- Principles of target market selection- Concept, criteria and procedure of segmentation
6. Class topic Marketing research as part of a marketing information system- Concept and structure of a marketing information system- Essence, purpose, cycle, scope and types of marketing research- Size and methods of sampling
7. Class topic Product management- Concept, classification, levels, aspects and functioning of a product- Phases and types of product life cycle- Regulating the product life cycle
8. Class topic Price management- Marketing functions and tasks of price- Pricing process- Discounting and price differentiation
9. Class topic Distribution management- Concept and components of distribution- Shaping distribution channels- Distribution intensity
10. Class topic Marketing communication management- Concept, components and intensity of promotional activities- Functions, types and importance of advertising- Essence, types, role and determinants of direct selling
11. Class topic Management of marketing activities- Planning marketing activities- Marketing strategies- Organising and controlling marketing activities
12. Class topic Marketing of services- Specificity of services- Features of services- Role of services in marketing policy of enterprises
13. Class topic: Electronic marketing - Specifics of Internet marketing - Chat GPT

Prerequisites and co-requisites

Preliminary requirements: knowledge of basic economic issues

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
test	51.0%	100.0%

Recommended reading

Basic literature	Ph. Kotler, Principles of Marketing (English Edition), Pearson
Supplementary literature	selected papers about marketing

	eResources addresses	
Example issues/ example questions/ tasks being completed	marketing instruments Marketing research	
Work placement	Not applicable	

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