

Subject card

Subject name and code	Marketing of Medical Services with Market Analysis, PG_00155972						
Field of study	Management of Healthcare Institutions						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
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		5.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers		dr Tomasz Dryl				
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		15.0		80.0	125
Subject objectives	The aim of the course is to familiarize students with the essence and tools of medical services marketing, the essence and methods of analysis and research of the medical services market, as well as basic issues in the field of marketing management, so that they are able to co-create and implement marketing strategies of medical facilities (public and non-public).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZISZL3_U06] The student is able to identify, forecast and simulate selected economic and social phenomena in relation to the macro scale (economy, demography, health), as well as in micro terms (medical entities) using methods and tools applied in management.	He/she can identify, forecast, and simulate marketing actions and market analyses in relation to the macro scale - health, as well as in the micro perspective (healthcare entities) using methods and tools applied in marketing and market analysis.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZISZL3_U05] The student is able to correctly select and apply methods and tools used, inter alia, in management and quality sciences, economics, sociology adequate to the problem and specificity of management of medical entities.	Can correctly choose and apply methods and tools used in marketing and market analysis to the problem and specificity of managing healthcare entities.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZISZL3_K05] The student understands the need and is aware of the necessity to behave in an ethical, sustainable and socially responsible manner in professional life.	Understands the need and is aware of conducting marketing in an ethical, balanced, and socially responsible manner.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_K04] The student is able to supplement and expand the acquired knowledge and skills, strives to interdisciplinarily combine knowledge from different fields and disciplines of science.	He/she is able to complement and expand the acquired knowledge and skills of marketing and market analysis, and also tries to interdisciplinarily combine knowledge from marketing and healthcare.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.	Has advanced knowledge of healthcare units marketing and market analysis.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_W06] The student knows to an advanced degree the relationships that occur between organizations (including forms of interaction with health care units) and between the organization and the human being, in particular medical personnel and the patient.	Has an advanced knowledge of the relationships occurring in the healthcare market in the area of marketing between organizations and between the organization and the individual, especially medical personnel and patients	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_K01] The student is able to critically analyse the received content with particular emphasis on social and economic sciences.	Can critically analyze the healthcare market.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in the field of economic policy, economics, in particular in the field of health care both in the social and economic dimensions, as well as to independently formulate their own opinions in this regard and to propose appropriate solutions in the case of changes occurring in these areas.	Is able to correctly interpret market and marketing phenomena in the field of healthcare, as well as independently formulate their own opinions in this area and propose appropriate solutions in case of changes occurring in these areas.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZISZL3_W09] The student has knowledge of health care units, determinants shaping the effectiveness of their activities, taking into account regional and international aspects.	Has knowledge about the marketing of healthcare units, determinants shaping the efficiency of their marketing activities, taking into account regional and international aspects.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents	1. The essence and specificity of medical services marketing. The essence, features and structure of the service in marketing2. The environment of medical services facilities3. Analysis of the medical services market methods and tools4. Product/service in medical services marketing5. Marketing communication on the medical services market6. Pricing policy in the activities of medical facilities7. Medical services distribution policy8. Building the image and PR activities of medical services facilities. Medical brand9. Shaping the marketing strategy of medical facilities10. Control and audit of marketing of medical services facilities		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	zgodność z wymaganiami, aktualność danych, poprawność merytoryczna, oryginalność pomysłów, zgodność z prawem	51.0%	55.0%
		51.0%	45.0%
Recommended reading	Basic literature	- Kotler P., Keller K., Marketing, Rebis, Poznań 2012 - W.Dryl, T. Dryl, U.Kępcowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 - Kotler P., Shalowitz J., Stevens R.J., Marketing strategiczny w opiece zdrowotnej, Wolters Kluwer, Warszawa 2013 - Rudawska I., Opieka zdrowotna. Aspekty rynkowe i marketingowe, PWN Warszawa 2007 - Nowotarska-Romaniuk B., Marketing usług zdrowotnych, Wolters Kluwer Warszawa 2013 - Krot K., Jakość i marketing usług medycznych, Wolters Kluwer Warszawa 2008	
	Supplementary literature	- Czerw A., Marketing w ochronie zdrowia, Difin Warszawa 2010 - Bukowska-Piestrzynska A., Marketing usług zdrowotnych. CeDeWu, Warszawa 2007	
	eResources addresses		
Example issues/ example questions/ tasks being completed	- propose a marketing mix for a medical facility- list the elements of a medical service,- provide examples of medical services market metrics		
Work placement	Not applicable		

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