

Subject card

Subject name and code	Promotion and marketing communication (e-learning), PG_00177414						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish -		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Krzysztof Grzelec				
	Teachers		dr hab. Krzysztof Grzelec				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
	eNauczanie source address: https://mdl.ug.edu.pl/course/view.php?id=12930 Moodle ID: 12930 Promocja i komunikacja marketingowa https://mdl.ug.edu.pl/course/view.php?id=12930						
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	20		0.0		0.0	20
Subject objectives	The aim of the subject is to extend and complement the implementation of selected educational objectives in terms of knowledge, skills and social competences provided for the Marketing subject for economics and/or international economic relations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Skillfully uses analytical methods and techniques, including statistics and marketing research, in processes related to promotion and marketing communication	[SU3] text preparation/written work
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Possesses the ability to act effectively and creatively in the promotion of products and services, taking into account the changing situation and market conditions.	[SU3] text preparation/written work
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	Takes into account the principles of management and teamwork, and adheres to the principles of work ethics	[SK3] text preparation/written work
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	Takes into account the principles of management and teamwork, and adheres to the principles of work ethics	[SK3] text preparation/written work
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	Possesses in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market	[SU3] text preparation/written work
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	Possesses in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market.	[SU3] text preparation/written work
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	Effectively utilizes and deepens knowledge about the relationships and impact of marketing, promotion and marketing communications on the behavior and preferences of consumers and businesses in the market.	[SW3] text preparation/written work
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Skillfully uses analytical methods and techniques, including statistics and marketing research, in processes related to promotion and marketing communication.	[SU3] text preparation/written work
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Independently diagnoses and analyzes market phenomena related to marketing, promotion, and marketing communications. Possesses in-depth and broadened knowledge of the impact of promotion on consumer and business behavior. Prepares independent solutions and actions in the areas of marketing, promotion, and marketing communications.	[SW3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Demonstrates the ability to effectively and creatively promote products and services, adapting to changing market conditions and situations. Effectively utilizes and deepens knowledge of the relationships and impact of marketing, promotion, and marketing communications on the behavior and preferences of consumers and businesses in the market.	[SU3] text preparation/written work
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Uses promotion to plan sales	[SK3] text preparation/written work
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Possesses in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market.	[SW3] text preparation/written work
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Critically assesses the role of promotion and marketing communication in a holistic approach to marketing.	[SW3] text preparation/written work
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Possesses in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market.	[SW3] text preparation/written work
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	Knows the possibilities of supporting promotional and marketing communication activities using IT and AI tools.	[SW3] text preparation/written work
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	Possesses the ability to act effectively and creatively in the promotion of products and services, taking into account the changing situation and market conditions.	[SK3] text preparation/written work
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Is able to use promotional tools to plan the company's strategic activities.	[SK3] text preparation/written work
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	Can present a promotion plan with a schedule.	[SU3] text preparation/written work
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	Skillfully utilizes analytical methods and techniques, including statistics and marketing research, in processes related to promotion and marketing communications. Independently diagnose and analyze market phenomena related to marketing, promotion, and marketing communications.	[SU3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	Possesses the ability to act effectively and creatively in the promotion of products and services, taking into account the changing situation and market conditions.	[SU3] text preparation/written work
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Possesses the ability to act effectively and creatively in the promotion of products and services, taking into account the changing situation and market conditions.	[SU3] text preparation/written work
Subject contents	Topic 1. Promotion in an Organization's Marketing Strategy: Shaping Organization-Environment Relations: Promotion as a Form of Market Communication: The Market Communication Process Topic 2. Planning Promotional Activities: Promotion in an Organization's Development Strategy: Promotion as an Element of an Organization's Marketing Activities: Market Communication Instruments Topic 3. Mass Marketing Communication - Advertising: Advertising Campaign and Its Objectives / Advertising Media / Media Plan in Advertising Topic 4. Mass Marketing Communication - Public Relations: Shaping Media Relations: Elements of a PR Campaign: Crisis Management Topic 5. Mass Marketing Communication - Sponsorship: Reasons for Separating Sponsorship from PR: The Essence, Scope, and Forms of Sponsorship: Sponsorship Development Prospects Topic 6. Personal Selling and Sales Department Management: The Personal Selling Process: Forms of Personal Selling: Sales Department Management Topic 7. Promotional Research: Researching Promotional Effectiveness / Researching Promotional Effectiveness Topic 8 - Promotional Campaign Planning: Objectives, Resources, Target Audience, Selection of Channels and Instruments, Budget Planning, Promotional Campaign Mistakes		
Prerequisites and co-requisites	Knowledge of micro and macroeconomics and marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	J.W. Wiktor, Promocja. System komunikacji przedsiębiorstwa z rynkiem. WN PWN, Warszawa 2006. T. Taranko. Komunikacja marketingowa. Wyd. Nieoczywiste, 2018. Literatura uzupełniająca: W. Grzegorzczuk: Marketing na rynku międzynarodowym. Wyd. Oficyna, Kraków 2009 Komunikowanie się w marketingu. Red. H. Mruk. Wyd. PWE, Warszawa 2004. Ph. Kotler: Marketing. Dom Wydawniczy REBIS, Poznań 2005.	

	Supplementary literature	Journal: Marketing i Rynek. PWE, Warszawa. Journal: Marketer + Journal: E-commerce w praktyce Badania własne KRT wykorzystane w przygotowaniu komponentów przedmiotu: Badania wizerunku marek autobusów wśród pasażerów komunikacji miejskiej. Raporty z badań marketingowych. ZKM w Gdyni. Gdynia 2001. K. Grzelec, O. Wyszomirski, Promocja usług transportu publicznego na przykładzie Zarządu Komunikacji Miejskiej w Gdyni. Biuletyn Komunikacji Miejskiej nr 72, ISSN 1234-9399, Warszawa 2003. K. Grzelec, J. Staszak: Promocja usług komunikacji miejskiej w Gdyni w świetle wyników badań marketingowych z 2004 r. Biuletyn Komunikacji Miejskiej nr 80, ISSN 1234-9399, Warszawa 2004, s. 36-43. K. Grzelec, O. Wyszomirski: Image building and public relations at ZKM, Public Transport Authority for Gdynia, Poland. Public Transport International. No 01/2005. UITP. Bruxelles. ISSN 1016-796X, s. 36-39. K. Hebel, M. Wołek, DEVELOPING THE IMAGE OF TROLLEYBUS TRANSPORTATION, 8th Scientific and Technical Conference, Transportation Systems Theory and Practice, 2011 K. Hebel, M. Wołek, O Wyszomirski, Percepcja transportu trolejbusowego w świetle wyników badań preferencji i zachowań komunikacyjnych mieszkańców. Wyniki badań marketingowych. 2011. M. Wołek, Promocja transportu trolejbusowego w świetle analizy studiów przypadków Gdyni i Salzburga. Transport Miejski i Regionalny 07/2013, s. 15-20. Ewolucja informacji o usługach w zbiorowym transporcie miejskim na przykładzie Zarządu Komunikacji Miejskiej w Gdyni Maciej Helbin, Olgierd Wyszomirski. Transport Miejski i Regionalny nr 4/2020, s. 16-21.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Please identify any errors in the promotional material attached to the class. 2. Please design a promotional plan for the selected product/service.	
Work placement	Not applicable	

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