

Subject card

Subject name and code	Product Development Strategies, PG_00177884						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group 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			Polish	
Semester of study	2		ECTS credits			6.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Sylwia Badowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		86.0	150
Subject objectives	Learning the concepts and methods of developing strategies for product offerings in companies						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student identifies complex decision-making problems and strategic challenges in the area of marketing resulting from the organization's relationship with the dynamic environment and proposes adequate, including innovative, strategic solutions that take into account market volatility, stakeholder behavior and macroeconomic trends.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student recognizes and describes in an advanced way the complexity of the functioning of marketing organizations and characterizes the specific features of creating strategic solutions for the stakeholders of marketing impact.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.	The student evaluates and critically analyzes the principles of rational strategic decision-making in marketing in relation to resources, functional areas of the organization, processes and levels of management, integrating structured and theoretically based knowledge in the field of management sciences, economics and marketing.	[SW2] presentation/project/paper/report
Subject contents	Product concept in marketing The role and functions of products in relation to consumer needs Product hierarchy Product classifications Product specificity on the consumer and industrial market Product life cycle Product strategies The role and function of packaging in products Qualitative aspects of products Product innovations Sources of product inspiration Stages of creating new products Financial aspect of creating new products Criteria for evaluating new products Legal and ethical aspects of product development Preparation and development of a new product concept in the offer of a selected company		
Prerequisites and co-requisites	Basic knowledge of management, acquired during first-cycle studies		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of a final project - project and presentation	51.0%	50.0%
	written test	51.0%	50.0%
Recommended reading	Basic literature	1. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer. ISBN: 978-83-6339-110-2. 2. Strategie i modelowanie rozwoju produktów innowacyjnych / Stanisław Łobejko, Dariusz Piłta, Alicja Sosnowska, Warszawa : Polskie Wydawnictwo Ekonomiczne, 2019 3. Planowanie i rozwój nowych produktów : aspekty strategiczne, techniczne i marketingowe / Marek Wirkus, Anna M. Lis (red.), Warszawa : CeDeWu, 2023 4. Rozwój nowego produktu : metody i uwarunkowania / Ireneusz P. Rutkowski, Warszawa : Polskie Wydawnictwo Ekonomiczne, 2007	
	Supplementary literature	Materials prepared by lecturers.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Define product development strategies 2. Identify sources of new product ideas 3. Identify the difference in product design for consumer and industrial markets		
Work placement	Not applicable		

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