University of Gdańsk

Subject card

Subject name and code	Marketing Plan (Project), PG_00177889		
Field of study	Management		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	2	Language of instruction	Polish
Semester of study	3	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Sylwia Badowska	
	Teachers	dr inż. Sylwia Badowska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	45.0	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	61.0	125

Subject objectives

Acquiring skills in preparing and developing marketing planning tools

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZARZMU2_W05] The student possesses a thorough understanding of advanced methods and techniques for acquiring, developing, and utilizing data in complex decision-making and management processes.	The student recognizes and applies specific methods and techniques for preparing, analyzing and interpreting market data for management decisions.	[SW4] test/exam - oral or written
[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student independently develops appropriate methods for analyzing and interpreting market data for decision-making purposes.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[ZARZMU2_U03] Students can obtain and verify data from selected sources, present and analyze economic processes and phenomena.	The student obtains market data in an advanced manner for the analysis of the economic situation of the enterprise and its market assessment for management decisions	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[ZARZMU2_U11] The student can collaborate effectively in teams and assume leadership roles.	The student works collaboratively in a team and plans, organizes, and monitors teamwork and skillfully assumes the role of a team member and/or task leader.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents	1. The Nature and Importance of Marketing Planning 2. Tactical and Strategic Marketing Plans 3. Marketing Planning versus Corporate Planning 4. The Strategic Marketing Planning Process 5. Design and Implementation of Marketing Planning Systems 6. Implementation Challenges in Marketing Planning 7. Measuring the Effectiveness of Marketing Planning 8. Developing a Strategic Marketing Plan for a Strategic Business Unit (SBU) 9. Preparing an Annual Marketing Plan
Prerequisites and co-requisites	Basic knowledge of management, strategic marketing and strategies of marketing

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
completion of a final project - project and presentation	51.0%	75.0%
written test	51.0%	25.0%

Recommended reading

Basic literature	1. McDonald, M., & Wilson, H. (2012). *Plany marketingowe* (G. Łuczkiewicz, tłum.). Wolters Kluwer Polska. 2. Wood, M. B. (2007). *Plan marketingowy* (G. Łuczkiewicz, tłum.). Polskie Wydawnictwo Ekonomiczne.
Supplementary literature	Materials prepared by lecturers. 1. Baran, R., i in. (2004). *Strategie marketingowe* (W. Wrzosek, Red.). Polskie Wydawnictwo Ekonomiczne. 2. Pomykalski, A. (2000). *Strategie marketingowe*. Wydawnictwo Politechniki Łódzkiej. 3. Pomykalski, A. (2001). *Nowoczesne strategie marketingowe: Analiza konkurencji i konsumentów, misja i cele, elementy otoczenia, wybór rynku, rodzaje strategii marketingowych, strategia eksportowa, kryteria finansowe, planowanie sprzedaży, internetowa strategia marketingowa*. Infor.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Define the role of marketing planning in management processes 2. State the difference between organizational goals and marketing goals

Work placement	Not applicable

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