

## Subject card

|                                             |                                                                                                                                                                                                                                                                                       |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Marketing Tools & Techniques, PG_00178194                                                                                                                                                                                                                                             |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                            |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject                                                                                                                                                                                 |                                     | 2026/2027                                                                                    |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                    |                                                          | Subject group                                                                                                                                                                                                           |                                     | Optional subject group<br>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<br>Polish                                                                             |            |     |
| Semester of study                           | 3                                                                                                                                                                                                                                                                                     |                                                          | ECTS credits                                                                                                                                                                                                            |                                     | 7.0                                                                                          |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                              |                                                          | Assessment form                                                                                                                                                                                                         |                                     | exam                                                                                         |            |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                                       |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                    |                                                          | dr Sylwia Kuczamer-Kłopotowska                                                                                                                                                                                          |                                     |                                                                                              |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                              |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                                                                                                                                                                                                | Laboratory                          | Project                                                                                      | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                 | 30.0                                                     | 3.0                                                                                                                                                                                                                     | 15.0                                | 0.0                                                                                          | 0.0        | 48  |
|                                             | 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                                                                                                                                                                                                                                                                 | 48                                                       |                                                                                                                                                                                                                         | 4.0                                 |                                                                                              | 96.0       | 148 |
| Subject objectives                          | The aim of the course is to deepen the tool dimension of marketing and teach students how to select 8P instruments for specific goals, market segments and competitive conditions.                                                                                                    |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                              |            |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                                                                                        |                                                          | Subject outcome                                                                                                                                                                                                         |                                     | Method of verification                                                                       |            |     |
|                                             | [ZARZL3_W03] The student has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning. |                                                          | The student correctly identifies, characterizes and evaluates the creation of relationships between an organization and its customers in a marketing context, correctly using advanced instruments of market influence. |                                     | [SW4] test/exam - oral or written<br>[SW5] implementation of a problem task                  |            |     |
|                                             | [ZARZL3_U11] The student can engage and collaborate in teams, assuming different roles.                                                                                                                                                                                               |                                                          | The student assumes the indicated roles and takes on the role of a leader for selected parts of the tasks in order to jointly solve the problem task.                                                                   |                                     | [SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task           |            |     |
|                                             | [ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.                                                                              |                                                          | The student correctly uses knowledge of marketing instruments in solving problem tasks in response to market needs and management decisions.                                                                            |                                     | [SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task           |            |     |

|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                     |                               |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Subject contents                                               | Lectures:<br><br>1. Development of Marketing Instrument Concepts (4P, 4C, New 4P, 8P)<br>2. 8P Logic in Operational Marketing<br>3. Product and Offer<br>4. Price<br>5. Distribution and Availability<br>6. Promotion and Marketing Communication<br>7. People<br>8. Processes<br>9. Material Evidence<br>10. Partnerships, Relationships, and Digital Channels<br>11. Measuring the Effectiveness of 8P Instruments<br>Exercises:<br>1. Diagnosing the Segment and Value Proposition<br>2. Product and Offer<br>3. Price and Purchase Terms<br>4. Distribution and Availability<br>5. Marketing Communication<br>6. People and Customer Service<br>7. Processes and the Customer Journey<br>8. Material Evidence and Brand<br>9. Partnerships, Relationships, and Digital<br>10. Design of 8P Marketing Instruments<br>Labs:<br>1. Analysis of Market and Competitive Data<br>2. Tools for Analyzing Customer Trends and Behavior<br>3. Design of 8P Materials and Elements<br>4. Budget and Operational Metrics<br>5. 8P Project Dashboard |                                                                                                                                                                                                     |                               |
| Prerequisites and co-requisites                                | knowledge of the subject Fundamentals of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                     |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Passing threshold                                                                                                                                                                                   | Percentage of the final grade |
|                                                                | completion of a practical task using a spreadsheet and simple digital tools                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 51.0%                                                                                                                                                                                               | 30.0%                         |
|                                                                | exam/written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 51.0%                                                                                                                                                                                               | 50.0%                         |
|                                                                | project preparation and presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 51.0%                                                                                                                                                                                               | 20.0%                         |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1. G. Armstrong, Ph. Kotler. Marketing. Wprowadzenie. Wolters Kluwer. 2016<br>2. W. Dryl, T. Dryl, U. Kęprozowska, Nowe 4P marketingu. ludzie, procesy, programy, dokonania, Warszawa, CeDeWu, 2023 |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Waśkowski, Z. (ed.). (2022). Marketing. Academic textbook. Publishing house of the Poznań University of Economics and Business.<br><br>Materials prepared by lecturers.                             |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Basic<br><a href="https://bg.ug.edu.pl/strona/104721/biblioteka-ekonomiczna-ug-bekon-sopot">https://bg.ug.edu.pl/strona/104721/biblioteka-ekonomiczna-ug-bekon-sopot</a> - UG Library               |                               |
| Example issues/<br>example questions/<br>tasks being completed | 1. Define the role and function of the marketing mix in marketing activities.<br>2. Compare the specifics of advertising and PR.<br>3. Identify the differences in product characteristics between consumer and industrial markets.<br>• Lecture: A problem-based test or colloquium covering the functions and selection of marketing instruments within the 8P framework.<br>• Exercises: An operational 8P project for a selected product, service, brand, or organization.<br>• Labs: Practical tasks using spreadsheets and simple digital tools; assessment includes the accuracy of analysis, the consistency of 8P recommendations, and data literacy.                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                     |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                     |                               |

Document generated electronically. Does not require a seal or signature.