

Subject card

Subject name and code	Marketing Tools & Techniques, PG_00178431						
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 Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish 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	16.0	16.0	8.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	The purpose of the course is to familiarize students with the concepts of marketin instrument sets, to teach the management of marketing mix tools and the construction of the organization's marketing instruments.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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 [SU5] implementation of a problem task		
	[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 [SW5] 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 [SU5] implementation of a problem task		

Subject contents	Development of the concept of marketing instruments (4P, 4C, new 4P, 8P)		
	From consumer needs to the product		
	Product policy tools		
	Pricing policy tools		
	Distribution policy tools		
	Promotion policy tools		
	Marketing instruments for the specificity of services		
	Development of new marketing instruments		
	Legal and ethical aspects of the use of marketing instruments		
	Examples of the use of marketing instruments in business practice		
	Preparation and development of the concept of marketing instruments for the market 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
	project preparation and presentation	51.0%	20.0%
	preparation of partial problem-solving assignments and presentation	51.0%	30.0%
	exam / written test	51.0%	50.0%
Recommended reading	Basic literature	1. G. Armstrong, Ph. Kotler. (2016) Marketing. Wprowadzenie. Wyd. Wolters Kluwer. 2. Nowe 4P marketingu : ludzie, procesy, programy, dokonania / Wioleta Dryl, Tomasz Dryl, Urszula Kępcowska, Warszawa : CeDeWu, 2023	
	Supplementary literature	Materials prepared by lecturers.	
	eResources addresses	Basic https://bg.ug.edu.pl/strona/104721/biblioteka-ekonomiczna-ug-bekon-sopot - UG Library	
Example issues/ example questions/ tasks being completed	1. Define the role and function of the marketing mix in marketing activities 2. Compare the specifics of advertising and PR 3. Identify the difference in the characteristics of products in the consumer and industrial markets		
Work placement	Not applicable		

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