

Subject card

Subject name and code	Value & Experience Marketing, PG_00178455						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Dziadkiewicz				
	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 aim of the course is to deepen students' knowledge and develop their skills in creating and implementing value-based marketing strategies and building lasting relationships with customers through consumer experience management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U11] The student can engage and collaborate in teams, assuming different roles.	The student is able to use and integrate knowledge in the field of value marketing, experience marketing, design thinking, and digital marketing to identify and solve complex management problems related to creating and communicating value to stakeholders, including proposing innovative solutions using value co-creation and customer experience management tools.	[SU2] presentation/project/paper/report
	[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 has advanced knowledge and understanding of concepts, phenomena, and processes related to the creation of value and experiences in relations between organizations and stakeholders, as well as mechanisms of co-creation of value and the impact of the market, social, and digital environment on the shaping of experiences and values for stakeholders.	[SW4] test/exam - oral or written
	[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 is able to use and integrate knowledge in the field of value marketing, experience marketing, design thinking, and digital marketing to identify and solve complex management problems related to creating and communicating value to stakeholders, including proposing innovative solutions using value co-creation tools and customer experience management.	[SU2] presentation/project/paper/report
Subject contents	Lecture: 1. Experience marketing and creating value for the customer (the evolution of marketing, diversity and types of value, sources of value (resource-based, network-based), co-creation and delivery of value, value chain, value attributes); 2. Customer experience management and sustainable marketing (the essence of experience marketing, the social dimension of experiences, the role of sustainable marketing); 3. Creating value in an organization and communicating it to stakeholders (employer branding, personal branding, work-life balance, Business Model Canvas, value communication); 4. Design Thinking and digital value marketing (design thinking methodology, influencer marketing, content marketing, storytelling, social media) Exercises: 1. Customer value analysis in selected industries. 2. Mapping the customer experience path (Customer Journey Map). 3. Designing value and experiences in an organization. 4. Creating experiences in the digital space. 5. Designing services using design thinking. 6. Communicating value in practice. 7. Evaluating experience and value projects. Laboratory: 1. Building value propositions (Business Model Canvas, Value Proposition Canvas) 2. Creating customer experience prototypes 3. Designing a digital value marketing campaign. 4. Tools for monitoring and analyzing online customer experiences.		
Prerequisites and co-requisites	Basic knowledge of management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of final project – design or presentation	51.0%	40.0%
	written test	51.0%	60.0%
Recommended reading	Basic literature	K. Wojciechowska, Customer Experience Management. Moc pozytywnych doświadczeń na ścieżce Twojego klienta, Wyd. Helion, Gliwice 2020.	

	Supplementary literature	A. Dziadkiewicz, Design Management. Uwarunkowania i efekty wdrożenia w przedsiębiorstwie, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2020. J. Bakalarska, Marketing wartości. Ludzkie oblicze Twojego biznesu, Wyd. Słowa i Myśli, Lublin 2016. M. Boguszewicz-Kreft, Marketing doświadczeń. Jak poruszyć zmysły, zaangażować emocje, zdobyć lojalność klientów?, Wyd. CeDeWu, 2020. B. Michalska-Dominiak, P. Grocholiński, Poradnik design thinking czyli jak wykorzystać myślenie projektowe w biznesie, Wyd. OnePress, Gliwice 2022. D. Piasecka, Design thinking. Jak wykorzystać myślenie projektowe do zwiększenia zysków Twojej firmy, Wyd. OnePress, Gliwice 2022. I. Gałązkiewicz, Projektowanie doświadczeń, Wyd. Słowa i Myśli, Lublin 2018.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Describe how design thinking can be used to develop a new service in the tourism industry, focusing on creating value and customer experiences. 2. What values and experiences are key for Generation Z in their relationship with a brand? Give examples and explain why. 3. How can a company involve stakeholders in co-creating value? Give examples of offline and online activities.	
Work placement	Not applicable	

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