

Subject card

Subject name and code	Marketing in Selected Industries, PG_00178470						
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	5		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	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 subject is to familiarize students with issues related to industry marketing, in particular to learn the specifics of B2B and B2C marketing, marketing of SMEs, FMCG goods, as well as the specifics of individual industries: social, cultural, leisure, territorial, political marketing. In the process of education in the subject, the activities of marketing of medical entities, real estate entities, industrial entities, financial services, fashion/beauty entities, luxury goods will also be characterized. Complementing the education in the subject will be the topics of new marketing industries and also building a career path in marketing work.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZARZL3_U07] The student can prepare written papers, presentations, and oral speeches on management issues.		The student prepares a written paper and a multimedia and oral presentation on the specifics of marketing activities in the selected sector of the economy, using industry examples and appropriate terminology, current data.		[SU2] presentation/project/paper/report		
	[ZARZL3_W02] To an advanced degree, the student knows and understands the essence and functioning of different types of organizations, their articulations, functional areas and processes, and their connections with the environment.		The student knows and understands the specifics of how organizations operate in selected industries (e.g., B2B, FMCG, services, public sector), identifies their key marketing areas, and describes the links between marketing processes and the industry environment.		[SW4] test/exam - oral or written		
	[ZARZL3_U02] The student can identify problems related to the organization's functioning, its processes, and its relations with the environment and propose adequate solutions.		The student identifies specific marketing problems occurring in selected industries, analyzes their causes and proposes solutions adapted to market conditions and the nature of the sector.		[SU2] presentation/project/paper/report [SU5] implementation of a problem task		

Subject contents

Lecture:

1. B2C marketing vs. B2B marketing (2h)
2. Social / nonprofit / political marketing (2h)
3. Nonprofit marketing (2h)
4. Political marketing (2h)
5. Marketing of financial institutions (2h)
6. Specifics of commercial marketing in selected industries (1h)
7. Marketing in sports (1h)
8. Marketing in the fashion industry (2h)
9. Marketing in the beauty industry (2h)
10. Marketing of luxury goods (2h)
11. Marketing in tourism (2h)

Exercises:

1. Social / nonprofit / political marketing - case study (3h)
2. Marketing in the non-profit area - case study (3h)
3. Political marketing - political marketing campaign (3h)
4. Marketing of financial institutions - case study (3h)
5. Specifics of commercial marketing in selected industries - case study (2h)
6. Marketing in sports - case study (2h)
- 7) Marketing in the fashion industry - case study (3h)
- 8) Marketing in the beauty industry - case study (3h)
9. Marketing of luxury goods - case study (2h)
- 10) Marketing in tourism - case study (2h)
- 11) New industries from the perspective of marketing (2h)
12. Careers in marketing - career paths (2h)

	Lab: 1. Introduction to industry marketing project (2h) 2. Project implementation : data collection, consultations, study visits, verifications (11h) 3. Project presentation (2h)		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completion of a credit work - project or presentation	51.0%	50.0%
	test	51.0%	50.0%
Recommended reading	Basic literature	1. Armstrong G., Kotler P., Keller K., Marketing. Introduction, Nieoczywiste 2022. 2. Szromnik A., Territorial marketing: city and region in the market, Oficyna Wolters Kluwer, Warsaw 2016. 3. Jeziński M. (ed.), Marketing polityczny w poszukiwaniu strategii wyborczego sukcesu, Dom Wydawniczy Duet, Toruń 2014. 4. Serwański T., Cultural marketing. Socio-cultural aspects of brand communication in Poland, PWE Warsaw 2022 5. Kall J. et al, Fashion brand. How to understand the fashion consumer and create a tailor-made brand? PWE Warsaw 2019. 6. Sznajder A., Marketing of sport, PWE Warsaw 2015. 7. Golik-Górecka G., Marketing business to business, Difin, Warsaw, 2004. 8. W. Dryl, T. Dryl, U. Kęprowska, New 4Ps of marketing, CeDeWu Warsaw 2023.	
	Supplementary literature	Kotler P., Keller, K., Marketing, Rebis 2012. Materials prepared by lecturers.	
	eResources addresses	Basic https://kosmetyczni.pl/wp-content/uploads/2024/10/Kosmetyczni_Kosmetyczna_Polska_Raport_o_stanie_branzy_2024_4.pdf - Marketing in the beauty industry https://www.studiapolitologiczne.pl/pdf-117545-46702?filename=W%20jakim%20zakresie.pdf - political marketing https://sbc.org.pl/Content/445843/W%C4%85sowska.pdf - non profit marketing	
Example issues/ example questions/ tasks being completed	1. characterize the differences of b2b and b2C marketing tools 2. list and describe the main elements of political marketing 3. describe the brand structure in the beauty market		
Work placement	Not applicable		

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