

Subject card

Subject name and code	Principles of Marketing, PG_00178503						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Kępcowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	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	32		2.0		91.0	125
Subject objectives	The aim of the course is to familiarise students with the basic concepts, principles and tools of marketing, as well as to show its role in the modern market economy. Students will gain knowledge about the evolution of marketing concepts, consumer behaviour mechanisms, market segmentation, creating value for the customer and marketing mix instruments. The course also aims to develop skills in analysing the marketing environment, designing promotional activities and applying marketing research in practice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEL3_W03] To an advanced degree, the student knows and understands how an organization functions, the phenomena, processes and relationships occurring in its environment, and their impact on its functioning.	The student recognises and describes the relationships between the organisation and its stakeholders, indicating their importance for the functioning of the organisation. They identify phenomena and processes in the organisation's environment and interpret their impact on its activities.	[SW4] test/exam - oral or written
	[liEL3_U10] The student can convey information clearly and effectively, presenting their opinions using econometrics, informatics, and statistics terminology across various media.	The student develops, analyses and communicates information in a clear and communicative manner, presenting their opinions using terminology from the fields of econometrics, computer science and statistics, using appropriate means of communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[liEL3_U02] Students can select or construct econometrics, informatics or statistics tools and apply them to describe and solve economic and social problems.	Students develop, analyse and interpret econometric, IT and statistical tools, select them appropriately and apply them to describe and solve economic and social problems.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[liEL3_W04] The student has advanced knowledge and understanding of human roles, places, and behaviour in organizations or projects, both as individuals and in group and organizational dimensions.	The student recognises and describes the role, place and behaviour of individuals within an organisation, indicating their significance at the individual, group and organisational levels.	[SW4] test/exam - oral or written
	[liEL3_U11] The student can engage and collaborate in teams, assuming different roles.	Students develop strategies for cooperation and effective teamwork, taking on various roles depending on the needs of the group and the purpose of the activities undertaken.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	Lecture content: 1. Introduction to marketing – basic concepts, essence, and objectives of marketing 2. Evolution of the marketing concept – key stages in the development of a marketing orientation 3. Marketing as a system – marketing as a set of activities, functions, and relationships within an organization 4. Marketing environment – the enterprise's macro- and micro-environment and their impact on marketing activities 5. Consumer behavior – fundamental factors influencing consumer purchasing decisions 6. Market segmentation – the importance of segmentation and basic criteria for identifying segments 7. Product positioning – fundamentals of positioning and differentiating an offer in the market 8. The product in marketing – the product as an element of the marketing mix (basic overview) 9. Price as an element of the marketing mix – the fundamental role of price in the marketing mix 10. Distribution – primary channels and the importance of offer availability 11. Promotion – basic tools of promotion and marketing communication 12. Marketing research – the fundamental role of marketing research in gathering market information Exercise content: Using a selected example of a functioning business entity: 1. Analysis of the environment of a selected company (divided into macro and micro environment). 2. Analysis of product strategy. 3. Analysis and evaluation of the company's pricing policy. 4. Analysis and evaluation of the company's distribution strategy. 5. Analysis and evaluation of the company's promotional activities. 6. SWOT analysis.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	50.0%
	semester project	51.0%	50.0%
Recommended reading	Basic literature	1. W.Dryl, T. Dryl, U.Kęprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 2. P. Kotler, K. L. Keller, Marketing, REBIS, Warszawa 2025. 3. P. Kotler, H. Kartajaya, I. Setiawan Marketing 6.0. Przyszłość jest immersyjna. MT Biznes, 2024. 4. Marketing. Podstawy i kontrowersje, pod red. W. Żurawika, Wydawnictwo UG, Gdańsk 2009 5. E. Michalski., Marketing, Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2022.	
	Supplementary literature	1. Churchill G.A., Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2002. 2. Duliniec E., Badania marketingowe w zarządzaniu przedsiębiorstwem, PWN, Warszawa 2002.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	What is the concept of holistic marketing and how does it differ from previous marketing concepts? What are the basic elements of a marketing system and how do they relate to each other? What factors make up a company's marketing environment and how do they affect its operations? How does the consumer's purchasing decision-making process work? What is market segmentation and what segmentation criteria can be distinguished? What is product positioning and what are its main strategies? What are the levels of a product in marketing terms and how does a basic product differ from an extended product? What pricing methods can be used in a marketing strategy? How do direct and indirect distribution channels differ, and what are their advantages and disadvantages? What promotional tools are included in the marketing mix, and in what situations are they most effective?
Work placement	Not applicable

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