University of Gdańsk

Subject card

Subject name and code	Strategic Marketing, PG_00178748						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
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	8.0	0.0	0.0	0.0	24
	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	24		1.0		75.0	100
Subject objectives	The aim of the course is to deepen students' knowledge of strategic marketing principles and, thanks to this knowledge, develop their analytical skills in recognizing, assessing, and interpreting complex phenomena occurring in the market environment and their impact on the organization.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.	The student has an in-depth knowledge and understanding of the principles of rational strategic decision-making in marketing, using analytical approaches, strategic models, and tools supporting decision-making processes in resource and marketing management, based on knowledge of management, economics, and finance.	[SW4] test/exam - oral or written
[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	The student is able to use and integrate knowledge in the field of strategic marketing, management, economics, and finance to analyze and resolve complex or unusual decision-making dilemmas arising in the area of an organization's relations with a dynamic market environment, proposing adequate and innovative strategic solutions.	[SU2] presentation/project/paper/ report
[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.	The student has an in-depth knowledge and understanding of the principles of analyzing and evaluating an organization's relations with its market environment and stakeholders, is able to interpret complex processes occurring in a competitive, market, and social environment, and predict their impact on an organization's marketing strategies.	[SW4] test/exam - oral or written
[ZARZMU2_K01] The student is prepared to gain and enhance the knowledge required to solve both cognitive and practical problems, particularly in the areas of management and quality sciences. Additionally, the student is capable of critically evaluating the knowledge and content received and will seek guidance from experts if they encounter difficulties in resolving a problem independently.	The student is ready to independently and systematically deepen their knowledge of strategic marketing and critically evaluate information and solutions, including using expert opinions and specialist sources when analyzing complex decision-making and strategic problems of organizations in a dynamic market environment.	[SK2] presentation/project/paper/ report
[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student identifies complex decision-making problems and strategic challenges in the field of marketing resulting from the organization's relations with a dynamic environment and proposes adequate, including innovative, strategic solutions that take into account market volatility, stakeholder behavior, and macroeconomic trends.	[SU2] presentation/project/paper/ report

Subject contents

Lectures:

- The role of strategic marketing, basic concepts and significance for company development Environment and market analysis
- Analysis of the environment, market and company resources (PESTEL, Porter's 5 forces, analysis of resources and potential, SWOT/TOWS)
- Segmentation, targeting, positioning (STP) from a strategic perspective
- Marketing strategies and product and brand portfolio management.
- Marketing strategies at the corporate, business and product levels
- Marketing in the era of digital transformation and sustainable development
- Marketing strategy planning and control

Recitations:

- Macroenvironment and sector analysis (PESTEL, Porter's 5 Forces, SWOT/TOWS)
- Market segmentation and target market selection
- Development and presentation of a marketing strategy for a selected company

<table>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Written test</td><td>51.0%</td><td>60.0%</td></tr>
<tr><td>completion of final project – design or presentation</td><td>51.0%</td><td>40.0%</td></tr>
</table>
</td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1.
Ph. Kotler, K. Hermawan, I. Setiawan (2024). Marketing 6.0. Przyszłość jest immersyjna, Wyd. MT Biznes. ISBN: 978-83-8231-496-0</td></tr>
<tr><td>Supplementary literature</td><td>• H. Mruk, A. Sawicki (grudzień 2024). Marketing. Koncepcje i doświadczenia. Wyd. Bernardinum. ISBN: 978-83-8333-296-3 (https://www.researchgate.net/publication/386378048_Marketing_Koncepcje_i_doswiadczenia)
• Online Marketing Journal: https://o-m.pl/artykul/podsumowanie-2024-i-trendy-2025-okiem-iab-polska</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">• Analyze the impact of complex processes occurring in the market environment (e.g., technological, regulatory, social changes) on the marketing strategy chosen by the organization. Present strategic recommendations that take into account an innovative approach to stakeholder relations.
• Identify a complex decision-making problem in the area of strategic marketing (e.g., related to entering a new market or launching a new brand) and develop an appropriate and innovative solution using knowledge of marketing, management, economics, and finance.
• Indicate which sources of knowledge and expert authorities should be taken into account when critically evaluating marketing decisions in conditions of high uncertainty and environmental change. Assess how a critical attitude and the use of expert opinions can influence the effectiveness of strategic decisions.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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