University of Gdańsk

Subject card

Subject name and code	Principles of Marketing Workshop, PG_00117993		
Field of study	Logistics and Mobility		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	4	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Jacek Winiarski, prof. UG	
	Teachers	dr hab. Jacek Winiarski, prof. UG	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

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	30	0.0	0.0	30

Subject objectives

The is designed to provide students with foundational knowledge and practical skills in marketing, essential for thriving in the business environment. The course emphasizes understanding consumer psychology, applying marketing strategies, and developing analytical and creative skills, which are crucial for designing effective marketing campaigns.

Learning outcomes

Course outcome	Subject outcome	Method of verification

Subject contents

1. The marketing concepts.
2. Entrepreneurial marketing and the marketing mix.
3. Market research, market opportunity recognition, and target market.
4. Marketing techniques and tools for entrepreneurs.
5. Entrepreneurial branding.
6. Marketing strategy and the marketing plan.
7. Creating a marketing strategy.
8. Developing a marketing mix.
9. Buyer behavior.
10. Market segmentation.
11. What is a product?
12. Creating products that deliver value.
13. The product life cycle.
14. Pricing strategies and future trends.
15. Trends in developing products and pricing.
16. Sales and customer service.

Prerequisites and co-requisites

None

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Individual presentation in front of the group on the agreed topic</td><td>50.0%</td><td>80.0%</td></tr>
<tr><td>Active participation in debate</td><td>0.0%</td><td>15.0%</td></tr>
<tr><td>Egzam</td><td>50.0%</td><td>5.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
2. Cialdini, R. B. (2006). Influence: The psychology of persuasion (Revised ed.). Harper Business.
3. Thaler, R. H., & Sunstein, C. R. (2008). Nudge: Improving decisions about health, wealth, and happiness. Yale University Press.</td></tr>
<tr><td>Supplementary literature</td><td>1. Solomon, M. R. (2020). Consumer behavior: Buying, having, and being (13th ed.). Pearson.
2. Jobber, D., & Ellis-Chadwick, F. (2019). Principles and practice of marketing (9th ed.). McGraw-Hill Education.
3. Evans, D., & McKee, J. (2020). Social media marketing: The next generation of business engagement (3rd ed.). Wiley.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. Competitor analysis and value proposition
Project goal: Students will conduct a market and competitor analysis for a chosen industry, identifying market gaps and creating a unique value proposition for a new product or service. Outcome: A group report and presentation with findings and recommendations.
2. Marketing campaign for a digital product
Project goal: Design a complete marketing campaign strategy for a selected digital product (e.g., mobile app or online course), including marketing mix and social media activities. Outcome: A presentation of the strategy, including an ad concept and an action timeline.
3. Consumer preference study
Project goal: Conduct a consumer preference study (surveys, interviews) in a chosen market segment and analyze the data to recommend a marketing strategy. Outcome: A research report with data analysis and actionable recommendations.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.