

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						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual presentation in front of the group on the agreed topic	50.0%	80.0%
	Active participation in debate	0.0%	15.0%
	Egzam	50.0%	5.0%
Recommended reading	Basic literature	1. Kotler, P., & Keller, K. L. (2016). <i>Marketing management</i> (15th ed.). Pearson. 2. Cialdini, R. B. (2006). <i>Influence: The psychology of persuasion</i> (Revised ed.). Harper Business. 3. Thaler, R. H., & Sunstein, C. R. (2008). <i>Nudge: Improving decisions about health, wealth, and happiness</i> . Yale University Press.	
	Supplementary literature	1. Solomon, M. R. (2020). <i>Consumer behavior: Buying, having, and being</i> (13th ed.). Pearson. 2. Jobber, D., & Ellis-Chadwick, F. (2019). <i>Principles and practice of marketing</i> (9th ed.). McGraw-Hill Education. 3. Evans, D., & McKee, J. (2020). <i>Social media marketing: The next generation of business engagement</i> (3rd ed.). Wiley.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	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.		
Work placement	Not applicable		

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