

Subject card

Subject name and code	Startups marketing, PG_00080724						
Field of study	Chemical Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		2.0		8.0	25
Subject objectives	The aim of the course is to equip the student with knowledge, skills and competences in the field of startup marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Knows the distinctive features of start-up marketing	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[BCHINŻ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.	Can conduct analyses of the marketing activities of various business entities in the chemical industry.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[BCHINŻ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures.	Knows the specifics of industrial marketing (with special emphasis on the chemical and pharmaceutical industries)	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[BCHINŻ_W08] Enumerates and describes concepts and principles in the field of protection of industrial property and copyright and the use of patent information resources.	Uses the conceptual framework of marketing	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[BCHINŻ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Is able to prepare studies on the development of marketing in a new company	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
Subject contents	[BCHINŻ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	He is familiar with organizing marketing activities in start-ups	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
	1. START-UP MARKETING INTRODUCTION		
	2. INFORMATION BASIS FOR DEVELOPING RELATIONSHIPS WITH CUSTOMER		
	3. MARKET ANALYSIS - CHEMICAL AND PHARMACEUTICAL INDUSTRY		
	4. PRODUCT POLICY OF START-UPS		
	5. PRICING POLICY OF START-UPS		
Prerequisites and co-requisites	6. DISTRIBUTION MODELS IN START-UPS		
	7. START-UP COMMUNICATION SYSTEM		
	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	100.0%
Recommended reading	Basic literature	Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024. P. Kotler, K. Keller, Marketing, Dom Wydawniczy Rebis, 2017.	
	Supplementary literature	A. Łopusiewicz, Start-up. From Idea to Success. Samo Sedno, 2013.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Social media marketing Influencer marketing Content marketing Trading platforms Omnichannel Product promotion
Work placement	Not applicable

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