

Subject card

Subject name and code	Marketing Management, PG_00178214						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2027/2028	
Education level	Bachelor's studies	Subject group				Optional 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				7.0	
Learning profile	academic	Assessment form				exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		4.0		96.0	175
Subject objectives	The aim of the course "Marketing Management" is to provide students with advanced knowledge and practical skills necessary for planning, implementing, analyzing, and controlling marketing activities in organizations operating in a dynamic market environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W08] The student has advanced knowledge and understanding of management processes' objectives and specifics, their relationship with other processes in the organization, and the accompanying challenges and dilemmas in a changing environment.	The student has knowledge and understanding of the objectives and specifics of marketing management processes, identifies their links to other organizational processes (such as production, logistics, and finance), and describes typical challenges and dilemmas associated with these processes in a dynamic market environment.	[SW4] test/exam - oral or written
	[ZARZL3_W03] The student has advanced knowledge and understanding of the nature and dynamics of the organization's relationship with stakeholders, the phenomena, processes, and interrelationships occurring in the organization's environment, and their impact on its functioning.	The student has knowledge and understanding of the nature and dynamics of marketing relationships between the organization and key stakeholders, identifies and describes phenomena and processes occurring in the organization's market environment, and explains their impact on marketing decisions and organizational functioning.	[SW4] test/exam - oral or written
	[ZARZL3_U07] The student can prepare written papers, presentations, and oral speeches on management issues.	The student prepares a written paper and creates and delivers an oral presentation on a selected topic in the field of marketing management, using appropriate terminology, data, and practical examples.	[SU2] presentation/project/paper/report
	[ZARZL3_U02] The student can identify problems related to the organization's functioning, its processes, and its relations with the environment and propose adequate solutions.	The student identifies marketing problems related to the organization's relationships with the market environment, analyzes the conditions and causes of these problems, and proposes appropriate marketing actions aligned with the organization's objectives to address them.	[SU2] presentation/project/paper/report

Subject contents

Lecture:

1. The essence and role of marketing in strategic management (marketing as a management function, strategic vs. operational marketing, market-oriented management concept)
2. Strategic analysis in marketing (environmental analysis PESTEL, competition analysis, scenario planning, SWOT/TOWS analysis from a marketing perspective)
3. Market segmentation and customer value management (STP strategy, segmentation criteria and methods, target segment selection and customer portfolio management, the concept of value and value proposition)
4. Strategic marketing planning (stages and structure of the marketing plan, marketing objectives and performance indicators)
5. Marketing analyses (Ansoff Matrix, Porters Five Forces, BCG Matrix, GE/McKinsey Matrix)
6. Customer relationship management (CRM and customer loyalty strategies, relationship marketing and automation of relationship processes)
7. Marketing control and audit (systems for monitoring marketing activities, marketing audit and industry benchmarks, the role of marketing controlling in management)

Exercises:

1. Market environment analysis (PESTEL, Porters Five Forces)
2. Market segmentation and target group selection analysis and strategic justification
3. SWOT/TOWS analysis using a selected company example
4. Developing a brand value proposition and positioning
5. Product/service portfolio analysis using BCG and GE/McKinsey matrices
6. Identifying a marketing strategy based on the Ansoff Matrix
7. Developing the structure of a marketing plan for a selected market

Laboratories:

1. Understanding the structure and function of marketing departments in service and manufacturing companies; observing practical applications of market analysis and CRM tools
2. Overview of the marketing campaign development process (challenges, budgeting, project management)
3. Marketing activities of NGOs (case study of an educational or informational campaign)
4. Analysis of the marketing strategy of a local family business or startup (entry strategy, segmentation, positioning, identification of local competitive advantages)
5. Student presentations on observations and analysis results, discussion and evaluation of conclusions regarding the use of marketing management tools

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Completion of a final assignment – presentation/project/paper/report	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	<p>Armstrong G. P. Kotler, Marketing. Wprowadzenie, wyd. Nieoczywiste, 2022.</p> <p>Otto J., Sułkowski Ł., Metody zarządzania marketingowego, Difin 2014.</p> <p>Red. G. Rosa, Zarządzanie marketingowe, CH Beck 2012.</p> <p>Pomykalski A., Zarządzanie i planowanie marketingowe, WN PWN 2005.</p>	
	Supplementary literature	<p>Kozielski R. i in., Wskaźniki marketingowe, Wolters Kluwer Business, 2016.</p> <p>Dryl W. Audyt marketingowy, CeDeWu 2020.</p> <p>Dryl W., Dryl T., Kępcowska U., Nowe 4P marketingu, CeDeWu Warszawa 2023.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Conduct a PESTEL analysis of a selected organization and identify the most important opportunities and threats.</p> <p>Compare two different approaches to market segmentation: demographic and behavioral. Which one is more useful in a premium strategy?</p> <p>What are the risks associated with incorrect brand positioning? Indicate the consequences and possible corrective actions.</p>		
Work placement	Not applicable		

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