

**Subject card**

<b>Subject name and code</b>	Value & Experience Marketing, PG_00178237						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	6	<b>ECTS credits</b>			7.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	75		4.0		96.0	175
<b>Subject objectives</b>	The aim of the course is to deepen students' knowledge and develop their skills in creating and implementing value-based marketing strategies and building lasting relationships with customers through consumer experience management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U11] The student can engage and collaborate in teams, assuming different roles.	The student is able to effectively collaborate in interdisciplinary teams, taking a leading role in the process of creating marketing solutions based on customer value and experience, including project work using design thinking methods and digital marketing tools.	[SU2] presentation/project/paper/report
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.	The student is able to use and integrate knowledge in the field of value marketing, experience marketing, design thinking, and digital marketing to identify and solve complex management problems related to creating and communicating value to stakeholders, including proposing innovative solutions using value co-creation tools and customer experience management.	[SU2] presentation/project/paper/report
	[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 advanced knowledge and understanding of concepts, phenomena, and processes related to the creation of value and experiences in relations between organizations and stakeholders, as well as mechanisms of co-creation of value and the impact of the market, social, and digital environment on the shaping of experiences and values for stakeholders.	[SW4] test/exam - oral or written
Subject contents	<p>Lecture:</p> <ol style="list-style-type: none"> <li>1. The role of experience marketing in value creation (including the evolution of marketing, diversity in marketing, types and dimensions of customer value, sources of value from a resource-based approach to a network-based approach, co-creation of value value creation and delivery, and the value chain, value attributes);</li> <li>2. Customer experience management (including the essence and assumptions of experience marketing, from experience marketing to social experience marketing, sustainable marketing);</li> <li>3. Value creation in a company (including employer branding and elements of personal branding, work-life balance systems as a source of value for employees, Business Model Canvas, communicating value to stakeholders);</li> <li>4. Design thinking methodology;</li> <li>5. Value creation in digital marketing (including influencer marketing, content marketing, storytelling, social media)</li> </ol> <p>Recitations</p> <ol style="list-style-type: none"> <li>1. Customer value analysis in selected industries</li> <li>2. Mapping the customer experience path (Customer Journey Map)</li> <li>3. Analysis and design of value in an organization</li> <li>4. Creating experiences in the digital space</li> <li>5. Designing services and experiences using design thinking</li> <li>6. Communicating value</li> <li>7. Evaluation of experience and value projects</li> </ol> <p>Laboratory:</p> <ol style="list-style-type: none"> <li>1. Building value propositions using Business Model Canvas and Value Proposition Canvas</li> <li>2. Creating customer experience prototypes</li> <li>3. Designing a value-based digital marketing campaign</li> <li>4. Tools for analyzing and monitoring online customer experiences</li> </ol>		
Prerequisites and co-requisites	Basic knowledge of management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	60.0%
	completion of final project – design or presentation	51.0%	40.0%
Recommended reading	<p>Basic literature</p> <p>K. Wojciechowska, Customer Experience Management. Moc pozytywnych doświadczeń na ścieżce Twojego klienta, Wyd. Helion, Gliwice 2020.</p>		

	Supplementary literature	<ul style="list-style-type: none"> <li>• A. Dziadkiewicz, Design Management. Uwarunkowania i efekty wdrożenia w przedsiębiorstwie, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2020.</li> <li>• J. Bakalarska, Marketing wartości. Ludzkie oblicze Twojego biznesu, Wyd. Słowa i Myśli, Lublin 2016.</li> <li>• M. Boguszewicz-Kreft, Marketing doświadczeń. Jak poruszyć zmysły, zaangażować emocje, zdobyć lojalność klientów?, Wyd. CeDeWu, 2020.</li> <li>• B. Michalska-Dominiak, P. Grocholiński, Poradnik design thinking czyli jak wykorzystać myślenie projektowe w biznesie, Wyd. OnePress, Gliwice 2022.</li> <li>• D. Piasecka, Design thinking. Jak wykorzystać myślenie projektowe do zwiększenia zysków Twojej firmy, Wyd. OnePress, Gliwice 2022.</li> <li>• I. Gałązkiewicz, Projektowanie doświadczeń, Wyd. Słowa i Myśli, Lublin 2018.</li> </ul>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> <li>1. Describe how design thinking can be used to develop a new service in the tourism industry, focusing on value creation and customer experience.</li> <li>2. What values and experiences are key for Generation Z in their relationship with a brand? Give examples and explain why.</li> <li>3. How can a company involve stakeholders in co-creating value? Give examples of offline and online activities.</li> </ol>	
Work placement	Not applicable	

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