

**Subject card**

<b>Subject name and code</b>	Principles of Marketing, PG_00178084						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study 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>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Marketing -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Urszula Kępczewska				
	<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	0.0	0.0	0.0	60
	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>	60		4.0		61.0	125
<b>Subject objectives</b>	The aim of the course is to familiarise students with the basic concepts, principles and tools of marketing, as well as to show its role in the modern market economy. Students will gain knowledge about the evolution of marketing concepts, consumer behaviour mechanisms, market segmentation, creating value for the customer and marketing mix instruments. The course also aims to develop skills in analysing the marketing environment, designing promotional activities and applying marketing research in practice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 recognises and describes the relationships between the organisation and its stakeholders, indicating their importance for the functioning of the organisation. They identify phenomena and processes in the organisation's environment and interpret their impact on its activities.	[SW4] test/exam - oral or written
	[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 problems related to the functioning of the organisation, its processes and relations with its environment, and selects and proposes appropriate solutions to support its effectiveness.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZARZL3_U10] The student can convey information clearly and effectively, presenting their opinions using management and quality sciences terminology across various media.	The student is able to effectively convey information and present their opinions, taking action in a clear and communicative manner. They use knowledge in the field of management and quality sciences, applying appropriate terminology and various means of communication in the process of problem solving and decision making.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZARZL3_U11] The student can engage and collaborate in teams, assuming different roles.	The student is able to cooperate and work in teams, effectively taking action in various roles, adapting to the needs of the group and contributing to problem solving and decision making.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZARZL3_W04] To an advanced degree, the student knows and understands a person's role, place, and behaviour in an organization, both in individual, group, and organizational dimensions.	The student recognises and describes the role, place and behaviour of individuals within an organisation, indicating their significance at the individual, group and organisational levels.	[SW4] test/exam - oral or written

Subject contents	<p>Lecture content:</p> <ol style="list-style-type: none"> <li>1. Introduction to marketing.</li> <li>2. Evolution of the concept of marketing.</li> <li>3. Marketing as a system.</li> <li>4. Marketing environment.</li> <li>5. Consumer behaviour.</li> <li>6. Market segmentation.</li> <li>7. Product positioning.</li> <li>8. Product in marketing.</li> <li>9. Price as an element of the marketing mix.</li> <li>10. Distribution.</li> <li>11. Promotion.</li> <li>12. Marketing research.</li> </ol> <p>Exercise content: Using a selected example of a functioning business entity: 1. Analysis of the environment of the selected company (divided into macro and micro environment). 2. Analysis of the product strategy. 3. Analysis and evaluation of the company's pricing policy. 4. Analysis and evaluation of the company's distribution strategy. 5. Analysis and evaluation of the company's promotional activities. 6. SWOT analysis.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 34%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>semester project</td> <td>51.0%</td> <td>50.0%</td> </tr> <tr> <td>Written exam</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	semester project	51.0%	50.0%	Written exam	51.0%	50.0%
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Written exam	51.0%	50.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>1. W.Dryl, T. Dryl, U.Keprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 2. P. Kotler, K. L. Keller, Marketing, REBIS, Warszawa 2025. 3. P. Kotler, H. Kartajaya, I. Setiawan Marketing 6.0. Przyszłość jest immersyjna. MT Biznes, 2024. 4. Marketing. Podstawy i kontrowersje, pod red. W. Żurawika, Wydawnictwo UG, Gdańsk 2009. 5. T. Dryl, Podstawy Marketingu. Wybrane zagadnienia. Wyd. WSFiR Sopot 2005. 6. E. Michalski., Marketing, Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2022.</p> <p>1. Churchill G.A., Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2002. 2. Duliniec E., Badania marketingowe w zarządzaniu przedsiębiorstwem, PWN, Warszawa 2002.</p>										
Example issues/ example questions/ tasks being completed	<p>What is marketing and what are its main objectives? What is the significance of market analysis in the marketing decision-making process? How does the marketing mix differ from a marketing strategy? What are the basic promotional tools in marketing and how do they influence consumer decisions? Why is market segmentation crucial for effective marketing? What factors influence consumer behaviour and purchasing decisions?</p>											
Work placement	Not applicable											

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