

Subject card

Subject name and code	New Trends in Marketing, PG_00178805						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Kępczewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	24.0	0.0	0.0	0.0	0.0	24
	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	24		1.0		75.0	100
Subject objectives	The aim of the lecture is to familiarise students with the most important megatrends influencing contemporary marketing. Participants will learn to analyse the changing market environment and design innovative marketing strategies adapted to the new realities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	The student develops, analyses and interprets complex or unusual management problems arising in professional work; selects and applies structured, detailed knowledge in the field of management and quality sciences, as well as economics and finance, in order to resolve dilemmas and create solutions, including innovative ones.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.	The student has an in-depth knowledge and understanding of the objectives, specific nature and complexity of management processes, is able to compare them and assess their links with other processes in the organisation, and identify challenges and dilemmas arising in the context of a dynamically changing environment.	[SW4] test/exam - oral or written
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student has an in-depth knowledge and understanding of the nature and functioning of various types of organisations, is able to compare them, assessing their attributes, functional areas, processes and relations with their environment.	[SW4] test/exam - oral or written
	[ZARZMU2_K01] The student is prepared to gain and enhance the knowledge required to solve both cognitive and practical problems, particularly in the areas of management and quality sciences. Additionally, the student is capable of critically evaluating the knowledge and content received and will seek guidance from experts if they encounter difficulties in resolving a problem independently.	The student is ready to acquire and deepen the knowledge necessary to analyse cognitive and practical problems, in particular in the field of management and quality sciences, as well as to design solutions in the field of management and quality sciences, as well as to critically evaluate their knowledge and the content they receive, and to seek expert advice in case of difficulties in solving a problem on their own. based on a critical evaluation of their knowledge and available content, and to use expert advice in case of difficulties in solving a problem on their own.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	1. Introduction to megatrends their role in shaping the future of markets and consumption. 2. Social changes and new consumer attitudes the role of values, identity and communities. 3. Artificial intelligence in marketing automation, personalisation and new models of interaction. 4. Alternative worlds virtual and augmented reality as new spaces for communication. 5. Health as a paramount value the impact of health crises on brand strategies. 6. Sustainable development and social responsibility marketing in the service of the planet. 7. Marketing in the world of data the mirror world and the growing importance of digital twins. 8. Instability of the external environment adapting marketing strategies to changing socio-economic conditions. 9. Trend analysis in practice how to interpret and use megatrends in marketing activities.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	50.0%
	semester project	51.0%	50.0%
Recommended reading	Basic literature	1. W.Dryl, T. Dryl, U.Kęprowska, Nowe 4P Marketingu, CeDeWu Warszawa 2023 2. P. Kotler, K. L. Keller, Marketing, REBIS, Warszawa 2025 3. H. Kartajaya, I. Setjawan, P.Kotler, Marketing 3.0, MT Biznes 4. P. Kotler, H. Kartajaya, I. Setiawan Marketing 6.0. Przyszłość jest immersyjna. MT Biznes, 2024.	
	Supplementary literature	K. Mazurek-Łopacińska, Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, PWE, Warszawa 2021.	
	eResources addresses		

<p>Example issues/ example questions/ tasks being completed</p>	<p>How do contemporary trends in marketing affect the functioning of various types of organisations and their business strategies? How can organisations effectively integrate new technologies (e.g. AI, big data, automation) into their marketing activities? What is the significance of sustainable development in marketing strategies? How can organisations communicate their pro-environmental activities in an authentic and effective way? How do changing consumer preferences affect companies' marketing strategies? What tools help in their analysis?</p> <p>What are the main benefits and challenges of using an omnichannel approach in an organisation's marketing strategies? How can organisations build lasting relationships with customers in the digital world, taking into account personalisation and automation of communication?</p>
<p>Work placement</p>	<p>Not applicable</p>

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