

Subject card

Subject name and code	Marketing Plan (Project), PG_00178801						
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	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Sylwia Badowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	24.0	0.0	0.0	32
	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	32		2.0		91.0	125
Subject objectives	Acquiring skills in preparing and developing marketing planning tools						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[ZARZMU2_W05] The student possesses a thorough understanding of advanced methods and techniques for acquiring, developing, and utilizing data in complex decision-making and management processes.		The student recognizes and applies specific methods and techniques for preparing, analyzing and interpreting market data for management decisions.			[SW4] test/exam - oral or written	
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.		The student independently develops appropriate methods for analyzing and interpreting market data for decision-making purposes.			[SU2] presentation/project/paper/report [SU5] implementation of a problem task	
	[ZARZMU2_U03] Students can obtain and verify data from selected sources, present and analyze economic processes and phenomena.		The student obtains market data in an advanced manner for the analysis of the economic situation of the enterprise and its market assessment for the purpose of management decisions			[SU2] presentation/project/paper/report [SU5] implementation of a problem task	
	[ZARZMU2_U11] The student can collaborate effectively in teams and assume leadership roles.		The student works collaboratively in a team and plans, organizes and monitors team work and skillfully assumes the role of a team member and/or task leader.			[SU2] presentation/project/paper/report [SU5] implementation of a problem task	

Subject contents	Marketing planning concept Analysis of the company's market situation (demography, needs and demand, market trends, market development directions) Company offer Competition analysis SWOT analysis and success factors Company mission Company goals (organizational, marketing, financial) Target market and product positioning Marketing strategy Marketing mix Market and financial forecast (sales forecast, costs, profitability assessment) Process and execution control Preparation and development of a marketing plan for the product line of the selected company		
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%	20.0%
	completion of a final project - project and presentation	51.0%	80.0%
Recommended reading	Basic literature	1. How to Create a Marketing Plan: Develop a Strategy, Prepare an Effective Plan, and Achieve Your Goals / John Westwood ; [translation: Małgorzata Śnigurowicz], Kraków : Lingea Sp. z o.o., 2021 2. A Marketing Plan on One Page: New Customers, More Revenue, and a One-in-a-Million Company / Allan Dib ; translation: Leszek Sielicki, Gliwice : Helion SA, 2020	
	Supplementary literature	Materials developed by lecturers.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Define the role of marketing planning in management processes 2. State the difference between organizational goals and marketing goals		
Work placement	Not applicable		

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