

Subject card

Subject name and code	Marketing in Green Business, PG_00199744						
Field of study	Business and Environmental Technology						
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 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			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		40.0	100
Subject objectives	<p>A subject that in a very practical way will introduce concepts such as the formation of a product in eco-business, price and distribution, promotion in eco-business, etc. There will also be a discussion of the company's presence on the Internet and its most effective use by companies offering organic products. Exercises, students will prepare a marketing plan for the created organic enterprise ecological.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_W05] knows various types of economic and social bonds and relations created by economic sciences and about the regularities that govern them	Students are able to independently supplement and improve the acquired knowledge and skills economic. He understands the need for lifelong learning and tends to interact with other participants in the learning process. Student is able to correctly identify and resolve complex dilemmas related to the performance of profession and is able to think and act in an entrepreneurial manner. He understands the need to be guided to be guided in professional life by ethics business and social responsibility of business, respect for others.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[BiTEMU2_W08] provides an in-depth description of the principles of creating and developing forms of individual entrepreneurship using knowledge from the field of economic sciences	It has the ability to prepare written work using using basic theoretical approaches, principles collection of various sources data, their description and interpretation and inference on the basis of scientific literature on selected issues in the in the field of international economic relations. He is able to prepare speeches and oral presentations, correctly using specialized concepts in the in the field of ecological business.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[BiTEMU2_K02] understands the need to cooperate and work in a group, assuming responsible roles within it	The student has knowledge of: the functioning of international markets commodity and their relationship to transportation markets.	[SK8] observation of student's independent or team work
	[BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure	The student is able to use rules and standards concerning business business in order to solve complex and unusual problems arising from international economic cooperation economic.	[SK8] observation of student's independent or team work
	[BiTEMU2_U04] independently analyzes economic phenomena and processes, makes a theoretical assessment of these phenomena in selected areas, using an appropriately selected research method	The student has an in-depth knowledge of man as an individual making decisions economic, acting in social structures and organizational units, in particular especially in enterprises operating on the international market.	[SU8] observation of student's independent or team work
	[BiTEMU2_U03] independently proposes solutions to a specific economic problem and carries out procedures for making decisions in this area	The student is ready to critically evaluate the level of his/her knowledge, skills and professional competence in the the area of international economic relations.	[SU8] observation of student's independent or team work
	[BiTEMU2_W01] provides an in-depth analysis of the relationship between economics and environmental technology, and their place within the social and natural sciences.	Students are able to creatively interpret and explain complex and atypical phenomena economic and relations occurring between them, using his/her knowledge of of economics, finance and international economic relations economic.	[SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	The student is able to identify types of risks associated with international activities enterprises and correctly identify their consequences and methods of mitigation, with skillful use of theory, with application of the correct method of research, is able to indicate doubts during consultation with the instructor.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions.	The student is able to plan a commercial transaction on the international market and manage its implementation, conduct effective negotiations, analyzes and critically evaluates the course of transactions.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[BiTEMU2_W04] has in-depth knowledge of the relationships between economic phenomena, entities, structures and institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms	The student is ready to identify independently, diagnose and responsibly resolution of dilemmas and different variants of solutions related to the exercise of profession and the development of professional achievements	[SW4] test/exam - oral or written
	[BiTEMU2_K03] understands the need to properly set priorities, plan and organize tasks related to their implementation, as well as monitor and evaluate progress	Students are able to make observe, evaluate and critically analyze the causes and course of processes and phenomena occurring in the open economy open economy, is able to formulate own opinions on this subject, interpret the necessary in this regard statistical data and economic indicators, as well as also forecast processes and economic phenomena with using advanced methods and tools used in sciences economics.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
Subject contents	<p>1. organic market participants - reasons for segmentation of the organic market, segmentation of customers organic products, characteristics of customers, indicator of relative and absolute market dynamics, statistics concerning users of organic products. 2. product formation in organic business - product: structure and classification of products from the point of view of ecology (examples), SWOT analysis, PEST and Porter's five forces. 3. Price and distribution in organic business - price: methods of determining the price of organic products, factors affecting price differentiation of organic products, characteristics of prices of products in the organic market (examples); distribution - distribution planning, functions and participants distribution channels in the market of organic products. 4. formation of promotional elements in the business organic - designing an effective promotional campaign of the enterprise, promotional strategies, functions and instruments used in the promotion of the offer of the enterprise taking into account the activity of ecology, indicators of effectiveness and efficiency of advertising and forms of advertising of an ecological product ecological, forms and ways of implementation and features of public relations in the market of ecological products (examples), goals and ways of implementation of sponsorship in the market of organic products, criteria for the division of sponsorship (examples), features and tools of complementary promotion used in the market of organic products organic products (examples), sales promotion against other promotional instruments, best campaigns promotional campaigns in the market of organic products. 5. enterprise on the Internet - the development of the Internet from the point of view of marketing in organic business, technical aspects of using the Internet in the enterprise offering organic products, the Internet as a medium of marketing communication in the organic business. 6. exercises - writing a marketing plan for an organic business enterprise.</p>		

Prerequisites and co-requisites	Expertise covering the range of elements of marketing strategy in the enterprise and also the elements of the environment of the enterprise. Ability to make inferences and think logically.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	<p>1. S. Zaremba-Warnke, Marketing Ekologiczny, Uniwersytet Ekonomiczny We Wrocławiu 2009</p> <p>2. A. Leszczyńska, Absorpcja innowacji ekologicznych w przedsiębiorstwie, UMCS, 2011</p> <p>3. Marketing wartości społecznych, [w:] Człowiek i społeczeństwo, (red.) W. Domachowski, Wydawnictwo Naukowe UAM, 2003</p> <p>4. B. Pilarczyk, R. Nestorowicz, Marketing ekologicznych produktów żywnościowych, Wolters Kluwer, 2010</p> <p>5. A. Rudnicka, CSR doskonalenie relacji społecznych w firmie, Wolters Kluwer, 2012</p>	
	Supplementary literature	<p>1. M. A. Leśniewski, Ekorozwojowe źródła konkurencyjności gmin w Polsce, CeDeWu, 2013 2. L. Chris, Firma zrównoważonego rozwoju, EMKA, 2008 3. Wspólna odpowiedzialność. Rola marketingu, (red.) N. Ćwik, Forum Odpowiedzialnego Biznesu, 2012 4. J. Adamczyk, Społeczna odpowiedzialność przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, 2009 5. J. Nakoneczna, Społeczna odpowiedzialność przedsiębiorstw międzynarodowych, Wydawnictwo Difin, 2008 6. P. Bryła, Marketing regionalnych i ekologicznych produktów żywnościowych, Wydawnictwo Uniwersytetu Łódzkiego 2015 7. P. Bryła, Wybrane aspekty strategii marketingowej dystrybutora zdrowej żywności - studium przypadku sklepu Słoneczko w Łodzi, Marketing i Zarządzanie 2016; 3 (44) 8. P. Bryła, Strategia marketingowa producenta żywności ekologicznej - studium przypadku firmy Eko Ar, Handel Wewnętrzny 2018; 2 (373)</p>	
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Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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