

Subject card

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|--|---|--|----------------------------|-------------------------------------|--|------------|-----|
| Subject name and code | Spatial marketing, PG_00201335 | | | | | | |
| Field of study | Spatial Management | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2026/2027 | | |
| 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 | 1 | Language of instruction | | | Polish | | |
| Semester of study | 1 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Department of Transport Market -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Dariusz Tłoczyński | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 15.0 | 0.0 | 0.0 | 0.0 | 30 |
| | 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 | 30 | | 2.0 | | 18.0 | 50 |
| Subject objectives | The aim of the course is to acquire knowledge, skills and competences in the development of a marketing strategy for territorial sector entities, with particular emphasis on marketing instruments | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [GPMU2_W04] lists in-depth methods and tools (quantitative, qualitative, cartographic) of research in spatial management | the student has knowledge of marketing instruments and marketing strategy and how to construct research instruments | [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task |
| | [GPMU2_W03] understands to a deeper extent, the conditions (natural, social, economic, cultural, legal) of processes taking place in spatial management, with particular emphasis on the specifics of Polish maritime areas and voivodships of northern Poland | The student has knowledge of the specificity of the socio-economic environment of the Northern Poland region in order to formulate and implement a marketing strategy for the needs of local government units | [SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task |
| | [GPMU2_U04] adapts existing research tools and methods to solve complex and unusual problems of spatial management | the student has the ability to use marketing research and to implement marketing instruments to meet the needs of local government stakeholders | [SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work |
| | [GPMU2_U02] properly selects sources and information derived from them, with particular regard to sources of spatial information, evaluates them critically and interprets them creatively | the student has the ability to obtain information on regional public institutions and to analyse the information in terms of its relevance to the economic environment | [SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work |
| [GPMU2_K03] is ready to initiate and organise activities for the benefit of society and environmental protection of the region, country and Europe in cooperation with various entities and authorities at various levels | the student is competent to cooperate for the benefit of the entities of the local government sector also in relation to other groups of stakeholders | [SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work | |
| Subject contents | 1. Concept and specifics of territorial marketing concept of marketing role of marketing in a market environment 2. Influence of marketing on territorial self-government units regional units urban units other stakeholders 3. Marketing strategies implemented by municipal entities notion and specificity of marketing strategy formulation of marketing strategy selected marketing strategies case study 4. Marketing research of self-governmental entities aim and scope of conducting research instruments and measurement methods conclusions from conducted research 5. marketing instruments implemented by local government entities product price and sales organisation promotion 6. Relationship marketing: local business - local government case study on the example of northern Polish companies 7. Field trip to Ergo Arena - municipal company 8. field trip to Arena Gdańsk - municipal company | | |
| Prerequisites and co-requisites | The student has minimal socio-economic knowledge of the functioning of local government entities | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | test | 51.0% | 75.0% |
| | activity | 51.0% | 25.0% |
| Recommended reading | Basic literature | H. Smyth, Marketing the City: The role of flagship developments in urban regeneration, Black-Owned Business | |
| | Supplementary literature | selected papers on the use of marketing in local government practice | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | evaluation of the city's marketing strategy | | |
| Work placement | Not applicable | | |

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