

Subject card

Subject name and code	Promotion and marketing communication, PG_00206408						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		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. Krzysztof Grzelec				
	Teachers		dr hab. Krzysztof Grzelec				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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 purpose of the elective subject is to complement the implementation of selected educational objectives in terms of knowledge, skills and social competences provided for the fields of economics and/or international economic relations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Has the ability to act effectively and creatively in the promotion of products and services, taking into account the changing situation and market conditions. Has knowledge of the impact of factors shaping consumer behavior and preferences on the effectiveness of promotion. Effectively uses and deepens knowledge of the relationships and impact of marketing, promotion and marketing communication on the behavior and preferences of consumers and enterprises on the market. Independently diagnoses and analyzes phenomena on the market related to marketing, promotion of marketing communication. Has deepened and expanded knowledge of the impact of promotion on these behaviors of consumers and enterprises. Prepares independent solutions and actions in the field of marketing, promotion of marketing communication.	[SK3] text preparation/written work
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market.	[SW1] oral statement/ conversation/discussion
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	Takes into account the principles of management and teamwork, and adheres to the principles of work ethics	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student is able to plan, organize and implement an effective promotional campaign in accordance with the principles of marketing ethics.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	He is creative and has the ability to select appropriate promotional mix tools.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	Is able to use promotional and marketing communication instruments innovatively.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	Skillfully uses analytical methods and techniques, including statistics and marketing research in processes related to promotion and marketing communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	Uses promotion to plan sales.	[SW3] text preparation/written work [SW5] implementation of a problem task
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	Possesses in-depth and broadened knowledge of consumer behavior and preferences and the impact of promotions on these behaviors and organizational units, in particular on enterprises operating on the international market.	[SW1] oral statement/conversation/discussion
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	It takes into account the globalization and deglobalization processes taking place in the markets in the planning and implementation process.	[SU1] oral statement/conversation/discussion
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	Adheres to ethical principles in planning and implementing promotional activities.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	It takes into account the globalization and deglobalization processes taking place in the markets in the planning and implementation process.	[SW1] oral statement/conversation/discussion
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Skillfully uses analytical methods and techniques, including statistics and marketing research in processes related to promotion and marketing communication.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
Subject contents	Topic 1. Promotion in the marketing strategy of the organization Shaping the relationship between the organization and the environment Promotion as a form of market communication The process of market communication Topic 2. Planning promotional activities Promotion in the development strategy of the organization Promotion as an element of the marketing activity of the organization Instruments of market communication Topic 3. Mass marketing communication - advertising Advertising campaign and its goals / Advertising media / Media plan in advertising Topic 4. Mass marketing communication - public relations Shaping relations with the media Elements of the PR campaign Crisis management Topic 5. Mass marketing communication - sponsoring Reasons for separating sponsorship from PR The essence, scope and forms of sponsorship Prospects for the development of sponsorship Topic 6. Personal selling and sales department management Personal selling process Forms of personal selling Sales department management Topic 7. Selected aspects of political marketing The essence of political marketing / Elements of the election campaign Selected political marketing tools - an attempt to assess their effectiveness in Polish conditions Topic 8. Promotion in a non-profit organization Specificity of a non-profit organization, public utility, goals of non-profit promotion, non-profit promotion tools, promotion budget in non-profit organizations Topic 9. Specificity of promotion in international organizations Topic 10. Promotion research: Research of promotion effectiveness / Research of promotion effectiveness Topics 11,12 - Planning a promotional campaign: Objectives, Resources, Target group, Selection of channels and instruments, Budget planning, Promotional campaign errors. Consultations: personal contact, MS Teams in the implementation of selected individual and team projects and tasks.		

Prerequisites and co-requisites	Knowledge of basic economic issues in the field of economics, statistics and marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Team project	51.0%	90.0%
	Attendance	80.0%	10.0%
Recommended reading	Basic literature	J.W. Wiktor, Promocja. System komunikacji przedsiębiorstwa z rynkiem. WN PWN, Warszawa 2006. T. Taranko. Komunikacja marketingowa. Wyd. Nieoczywiste, 2018. Literatura uzupełniająca: Promocja w komunikacji miejskiej. Rozdział VIII-4 [w]: Pod red. O. Wyszomirskiego. Gospodarowanie w komunikacji miejskiej. WUG. Gdańsk 1996.W. Grzegorzczak: Marketing na rynku międzynarodowym. Wyd. Oficyna, Kraków 2009 Komunikowanie się w marketingu. Red. H. Mruk. Wyd. PWE, Warszawa 2004. Ph. Kotler: Marketing. Dom Wydawniczy REBIS, Poznań 2005..	
	Supplementary literature	Journal: Marketing i Rynek. PWE, Warszawa. Journal: Marketer + Journal: E-commerce w praktyce.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Preparation of a promotion plan along with a diagnosis of the market situation and an expected analysis of the effectiveness for the selected case of marketing activities. Test: List the most important rules for conducting a sales conversation.	
Work placement	Not applicable		

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