



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-307
	part-time studies	-
Course title in English	Marketing	
Course title in Polish	Marketing	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	dr Anna Sołtys
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	Directional subject	
Course status	Obligatory	
Language of instruction	English	
Semester of delivery	full-time studies	Semester III
	part-time-studies	-
Prerequisites	Macroeconomics, Organisation and management	
Exam (YES/NO)	YES	
ECTS	5	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	30	30			
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge of the mechanisms of functioning of the market economy, taking into account their historical evolution and modern trends in the field of marketing of enterprises.	ZB1_W02
	W02	The student knows marketing methods and tools to achieve business goals in local, regional, national and international markets.	ZB1_W07
	W03	The student has knowledge of disciplines related to marketing - psychology of sales, consumer behaviour, social influence.	ZB1_W05
Skills	U01	The student is able to analyze the micro and macro market environment of the organization for the purpose of conducting business and making marketing decisions.	ZB1_U01 ZB1_U02
	U02	The student applies the acquired knowledge in decision-making methodology to solve problems at the strategic and tactical level in an enterprise	ZB1_U02 ZB1_U08
	U03	The student is able to design a sales system, customer service process, marketing activities using different types of marketing. Able to use marketing methods and tools to achieve the goals of the enterprise.	ZB1_U09 ZB1_U11
Social competences	K01	The student is able to think and act in an entrepreneurial manner using knowledge of marketing.	ZB1_K04
	K02	Students are able to cooperate in the preparation of projects in the field of marketing, taking into account economic, market, social and legal issues, using various sources of information and statistical data.	ZB1_K03
	K03	The student is aware of the responsibility for his own work and willingness to submit to the rules of work in a team and take responsibility for jointly realized tasks and results.	ZB1_K07 ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	Marketing - the concept of the market. Marketing as a philosophy of business. Analysis of the marketing environment. Marketing function in a company and its evolution. The marketing process. Value chain management according to Porter. Marketing strategies. Enterprise and their typology. Marketing mix - from the 7P concept to the 7C concept. Concept of product and brand - types, differentiation of product and service, product life cycle. Price - demand and supply curve. Distribution channels. Promotion - methods and tools. Customer - consumer behavior, decision-making process, determinants of value delivered to the customer, communication with the customer, customer satisfaction. Marketing information system.
classes	Marketing environment analysis. Analysis of the type of product strategy, pricing strategy, market, distribution channels of selected companies. Sales process. Promotional campaigns - analysis of effectiveness. Construction of advertising and advertising campaigns. Market analysis using BCG matrix. Styles of consumer behavior. Building customer satisfaction



METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				
W02		X				
W03		X				
U01						X
U02						X
U03						X
K01						X
K02						X
K03						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Scoring at least 50% on the written exam
classes	Credit with grade	Attendance and active participation in class. Final grade from the exercises calculated on the basis of partial grades obtained from all tasks/work done independently (or in a group), presentation of a selected topic during the class, and activity in class.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		30	30				
2.	Other (consultations, exams)	4	2				h
3.	Total number of contact hours	66					h
4.	Number of ECTS credits for contact hours	2,6					ECTS
5.	Number of hours of independent student work	59					h
6.	Number of ECTS points that a student obtains through independent work	2,4					ECTS
7.	Workload related to practical classes	63					h
8.	Number of ECTS credit points which a student receives for practical classes	2,5					ECTS
9.	Total number of hours of a student's work	125					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	5					ECTS

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

READING LIST

1. Wolowiec T. (2008), CSR a marketing strategy or a responsible business? Hochschule Hof.
2. Bombol M., Kasprzak R. (2015), Marketing for Management and Economics, Warsaw School of Economics.
3. Lancaster G., Massingham L. (2011), Essentials of marketing : management, Routledge Taylor & Francis Group.