

SUBJECT CARD

1. Basic information

Subject	Principles of Marketing
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	obligatory
Total number of hours	30 h
Didactic cycle	2022/2023 winter
Academic semester	2
Academic year	1
Education profile	general academic
Year of implementation	2022/2023
Language of instruction	English
Teacher(s)	dr hab. Adam Figiel

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture
2	30 godz. 3 ECTS

2. General objectives

C1	to explain the concept of value and basic marketing controlables (4P)
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3. Introductory requirements

None

4. Learning outcomes

W1	Knowledge: students understand the concept of value and its role in marketing
U1	Skills: students can develop a simple marketing mix plan based on theoretical background
K1	Social competence: students can cooperate in a group on a case study or task

5. Course program

Lecture (30 h)

Code	Detailed description of the topic blocks (semester: 2)
Wyk1	the concept of value and marketing
Wyk2	basic marketing controlables (4P)
Wyk3	consumer behavior and purchase decision making process

6. Didactic methods

Lecture	
M1	Case study
M6	Discussion

7. Student workload

Number of hours under supervision	Student workload
Lecture	30 h
Including e-learning:	0 h

Student's own work	
zapoznanie się z literaturą, przygotowanie projektu, Praca własna studenta	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Course completion criteria

Contribution to class discussion and active involvement in class work (including on line teaching), passed exam

Lectures (Final exam / Final pass)	
Grade 5:	must demonstrate the very good understanding of concept of value and 4P's along with basics of consumer behavior and purchase decision making process
Grade 4,5:	must demonstrate the above good understanding of concept of value and 4P's along with basics of consumer behavior and purchase decision making process
Grade 4:	must demonstrate the good understanding of concept of value and 4P's along with basics of consumer behavior and purchase decision making process
Grade 3,5:	must demonstrate the above satisfactory understanding of concept of value and 4P's along with basics of consumer behavior and purchase decision making process
Grade 3:	must demonstrate the satisfactory understanding of concept of value and 4P's along with basics of consumer behavior and purchase decision making process

9. Literature

Basic literature

1. Principles of Marketing, Ph. Kotler, Harlow, United Kingdom, 2016, Thompson

Supplementary literature

1. Principles of Marketing, J. Blith, Harlow, United Kingdom, 2016, Pearson Education Limited

11. Information about academic teachers

The person responsible for the card

dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)

Teacher(s) conducting the subject

dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)