

SUBJECT CARD

Attachment No. 1 to Regulation No 3/07/2020
of 13 July 2020 on the model subject card
at the Warsaw Management University

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
ITEM NAME – Contemporary Marketing Trends										
Name of the organizational unit leading the course:				Faculty of Management and Technical Sciences						
Name of the field of study, level of education:				Management, second cycle						
Studying profile:				general academic						
Name of the specialisation:				-						
Type of learning module:				Elective subject						
Year/Semester:				Year 1 semester 2						
Person coordinating the subject:				Prof. dr hab. Stanislaw Marciniak						
Prerequisites (resulting from the succession of subjects):				Knowledge, skills and competences acquired as a result of graduation I degree education.						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Practical classes	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Credit	Total hours
Full-time studies	25		25							50
Part-time studies	15		15							30
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes				Didactic methods						
Lecture				Serving methods, discussions, multimedia presentations						
Seminar				Multimedia presentations, discussions, brainstorming, case-study, problem analysis methods, mainly cause-and-effect						
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
No.	Description of the learning outcomes in question								Directional effect reference	
Knowledge:										
1	The student knows and understands in depth the functions of marketing, identifies the development of its paradigm in the temporal dimension. Knows the preferred marketing activities depending on the organizational unit and the area of its operation.								From02_W01 P7S_WG Z02_W04 P7S_WG P7S_WK Z02_W05 P7S_WG Z02_W08 P7S_WG Z02_W09 P7S_WG P7S_WK	
2	The student can describe in detail the development of the concept of marketingu as well as its individual methods and tools over time.									
3	The student knows and understands in depth the role of marketing in various types of economic and social activities. It is able to determine its impact on the effectiveness and efficiency of individual activities.									
4	The student knows in detail the postmodern concepts of marketingu, mainly of an informational and informatic nature (e-marketing) and is able to determine their impact on globalization and integration processes.									

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		Z02_W07 P7S_WG
Abilities:		
1	The student is able to use many different tools and methods from the area of modern marketing. Understands their purpose and the idea of proceeding (knows selected algorithms and procedures).	Z02_U01 P7S_UW Z02_U03 P7S_UK Z02_U04 P7S_UW
2	The student is able to express themselves in a full way on a given topic in written and oral form regarding the development of marketing and the types, types and forms of modern marketing.	Z02_U08 P7S_UW
3	The student understands the ways of adapting marketing tools and methods due to emerging needs and is able to do it both in the social and economic dimension.	Z02_U02 P7S_UW Z02_U14 P7S_UW
Social competences:		
1	The student is ready to move freely in the area of marketing, consciously chooses the most effective and efficient methods of action. It does so in the right place in the operating procedure.	Z02_K01 P7S_KK Z02_K06 P7S_KO
2	The student is ready to cultivate and disseminate adequate models of effective and efficient conduct in marketing activities.	
V. CURRICULAR CONTENT (LEARNING)		
No.	Lecture	Reference to the learning outcomes in question
1	Development of marketing in the time dimension and trends in management	Z02_W01 Z02_W04 Z02_W05 Z02-W15 Z02_W08 Z02_W09 Z02_W07
2	Currently preferred marketing research methods.	
3	Methods of using marketing tools and contemporary ideas of development	
4	Contemporary methods of psychological and sociological research as well as economic-political research of society and the market	
5	Analysis of customer/consumer behavior in various environmental conditions	
6	Postmodern concepts of marketing. E – marketing and its specifics.	
7	Multidimensional perspectives for the development of modern marketing	
No.	Seminar	Reference to the learning outcomes in question
1	The development of marketing in the time dimension and its determinants	Z02_W01 Z02_W04 Z02_U01 Z02_U04 Z02_K01 Z02_K06 Z02_U01
2	Contemporary methods of psychological and sociological research as well as economic and political research in the area of marketing. Purpose. Policy. Conditions. Applications.	
3	Postmodern concepts of marketing.	
4	E – marketing and its specifics.	
5	Multidimensional perspectives for the development of modern marketing.	

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		Z02_U04 Z02_U08		
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES				
Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)		
Knowledge:				
Z02_W01 Z02_W04 Z02_W05 Z02_W07 Z02_W08 Z02_W09	Written test, activity in discussion. Referat, presentation, activity during classes.	Lecture Seminar		
Abilities:				
Z02_U01 Z02_U03 Z02_U04 Z02_U08 Z02_U02 Z02_U14	Written test, activity in discussion. Paper, presentation, activity during classes.	Lecture Seminar		
Social competences:				
Z02_K01 Z02_K06	Written test, activity in discussion. Paper, presentation, activity during classes.	Lecture Seminar		
VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each learning outcome	The student obtains less than 50% of the max. number of points for a given effect	The student gets from 50 to 59% of the max. number of points for a given effect on a grade of 3 and The student gets from 60 to 69% of the max. number of points for a given effect per grade 3.5	The student gets from 70 to 79% of the max. number of points for a given effect per grade 4, and The student obtains from 80 to 89% of the max. number of points for a given effect per rating 4.5	The student obtains more than 89% of the max. number of points for a given effect
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity			Student load	

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ECTS	Full-time studies	Part-time studies
Participation in didactic classes (lectures, practical classes, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	50	30
Exam/Credit	1	1
Participation in the consultations	1	1
Project / Essay		
Independent preparation for didactic classes	28	38
Preparing to pass a didactic class	20	30
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS	4pts ECTS/100 hours	4 ECTS/100 hours
Student load in classes in direct contact with the teacher	50	30
Student load in practical classes		
Student load in practical vocational preparation classes		
Student load in research preparation classes	50	70
IX. LITERATURE AND OTHER DIDACTIC MATERIALS		
Basic literature:		
– E-Marketing. Współczesne trendy [Contemporary trends], Warsaw 2020		
– Krzysztof Fonfara, Marketing międzynarodowy Współczesne trendy i praktyka [International Marketing Contemporary trends and practice]. PWN Scientific Publishing House 2021		
Supplementary literature:		
– Czubała A., Niesstroj R., E. Pabian A., M., Marketing w przedsiębiorstwie – ujęcie operacyjne [Marketing in the enterprise – operational approach], Warsaw 2020		
– Pluta-Olechnik M., Marketing przedsiębiorstw usługowych w procesie internacjonalizacji [Marketing of service enterprises in the process of internationalization], Warsaw 2013		
– Białoń L., Zarządzanie marketingiem [Marketing management], Warszawa 2010		
– Kotler P., Marketing, Warsaw 1999		
– Marciniak S., Controlling, Warsaw 2008		
Other teaching materials:		
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