

**Subject card**

<b>Subject name and code</b>	Strategic Marketing, PG_00177916						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2025	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	1	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	15.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	45		3.0		52.0	100
<b>Subject objectives</b>	The aim of the course is to deepen students' knowledge of strategic marketing principles and, thanks to this knowledge, develop their analytical skills in recognising, assessing and interpreting complex phenomena occurring in the market environment and their impact on the organisation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.	The student is able to use and integrate knowledge in the field of strategic marketing, management, economics and finance to analyse and resolve complex or unusual decision-making dilemmas arising in the area of relations between organisations and a dynamic market environment, proposing appropriate and innovative strategic solutions.	[SU2] presentation/project/paper/report
	[ZARZMU2_K01] The student is prepared to gain and enhance the knowledge required to solve both cognitive and practical problems, particularly in the areas of management and quality sciences. Additionally, the student is capable of critically evaluating the knowledge and content received and will seek guidance from experts if they encounter difficulties in resolving a problem independently.	The student is ready to independently and systematically deepen their knowledge of strategic marketing and critically evaluate information and solutions, including using expert opinions and specialist sources when analysing complex decision-making and strategic problems of organisations in a dynamic market environment.	[SK2] presentation/project/paper/report
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student identifies complex decision-making problems and strategic challenges in the field of marketing resulting from the organisation's relations with a dynamic environment and proposes adequate, including innovative, strategic solutions that take into account market volatility, stakeholder behaviour and macroeconomic trends.	[SU2] presentation/project/paper/report
	[ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.	The student has an in-depth knowledge and understanding of the principles of rational strategic decision-making in marketing, using analytical approaches, strategic models and tools supporting decision-making processes in resource and marketing management, based on knowledge of management, economics and finance.	[SW4] test/exam - oral or written
	[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.	The student has an in-depth knowledge and understanding of the principles of analysing and evaluating an organisation's relations with its market environment and stakeholders, is able to interpret complex processes occurring in a competitive, market and social environment, and predict their impact on an organisation's marketing strategies.	[SW4] test/exam - oral or written

Subject contents	<p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Introduction to strategic marketing</li> <li>2. Environment and market analysis</li> <li>3. Analysis of company resources and potential</li> <li>4. Segmentation, targeting, positioning (STP) from a strategic perspective</li> <li>5. Marketing strategies at the corporate, business and product levels</li> <li>6. Marketing strategies at the corporate, business and product levels</li> <li>7. Product and brand portfolio management</li> <li>8. Marketing in the era of digital transformation and sustainable development</li> <li>9. Marketing strategy planning and control</li> </ol> <p>Receptions:</p> <ol style="list-style-type: none"> <li>1. Macro environment and sector analysis (PESTEL, Porter's 5 forces)</li> <li>2. SWOT/TOWS analysis of a selected company</li> <li>3. Market segmentation and target market selection</li> <li>4. Development of a marketing strategy for a selected company</li> <li>5. Presentation of marketing strategy projects and critical discussion</li> </ol>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1442 794 1469">Subject passing criteria</th> <th data-bbox="799 1442 1141 1469">Passing threshold</th> <th data-bbox="1145 1442 1485 1469">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1476 794 1525">Projects / tasks carried out as part of the course</td> <td data-bbox="799 1476 1141 1525">51.0%</td> <td data-bbox="1145 1476 1485 1525">40.0%</td> </tr> <tr> <td data-bbox="453 1532 794 1559">Written test</td> <td data-bbox="799 1532 1141 1559">51.0%</td> <td data-bbox="1145 1532 1485 1559">60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Projects / tasks carried out as part of the course	51.0%	40.0%	Written test	51.0%	60.0%
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Written test	51.0%	60.0%										
Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>• A. Adhikari (2018). Strategic Marketing Issues in Emerging Markets, Springer Singapore. ISBN: 981-10-6505-5</li> <li>• D. West, J. Ford, E. Ibrahim, M. Montecchi (2022). Strategic Marketing: creating competitive advantage. Oxford University Press. ISBN: 978-01-9885-6764</li> </ul>										
	Supplementary literature	<ul style="list-style-type: none"> <li>• A. Adhikari (2018). Strategic Marketing Issues in Emerging Markets, Springer Singapore <a href="https://katalog-bug.ug.edu.pl/discovery/fulldisplay?docid=alma991053386098608343&amp;context=L&amp;vid=48FAR_UGD:48UGD&amp;lang=pl&amp;search_scope=MyInst_and_CI&amp;adaptor=Local%2">https://katalog-bug.ug.edu.pl/discovery/fulldisplay?docid=alma991053386098608343&amp;context=L&amp;vid=48FAR_UGD:48UGD&amp;lang=pl&amp;search_scope=MyInst_and_CI&amp;adaptor=Local%2</a></li> <li>• V. Theoharakis, Y. Zheng, L. Zhang, Dynamic strategic marketing planning: the Paradox of concurrently reconfiguring and implementing strategic marketing planning: <a href="https://www.sciencedirect.com/science/article/pii/S0148296324000298">https://www.sciencedirect.com/science/article/pii/S0148296324000298</a></li> </ul>										
	eResources addresses											

<p>Example issues/ example questions/ tasks being completed</p>	<ul style="list-style-type: none"> <li>• Analyse the impact of complex processes occurring in the market environment (e.g. technological, regulatory, social changes) on the choice of marketing strategy for a selected organisation. Present strategic recommendations that take into account an innovative approach to stakeholder relations.</li> <li>• Identify a complex decision-making problem in the area of strategic marketing (e.g. related to entering a new market or launching a new brand) and develop an appropriate and innovative solution using knowledge of marketing, management, economics and finance.</li> <li>• Indicate what sources of knowledge and expert authorities should be taken into account when critically evaluating marketing decisions in conditions of high uncertainty and volatility. Assess how a critical attitude and the use of expert opinions can influence the effectiveness of strategic decisions.</li> </ul>
<p>Work placement</p>	<p>Not applicable</p>

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