


**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez  
Unię Europejską w ramach  
Europejskiego Funduszu  
Społecznego

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY


Course title			ECTS code		
Startups marketing			13.3.1037		
Name of unit administrating study					
Faculty of Economics					
Studies					
faculty		field of study		type	
Faculty of Chemistry		Chemical Business		all	
				form	
				specialty	
				specialization	
all					
Teaching staff					
prof. UG, dr hab. Marek Szczepaniec; mgr Dominik Aziewicz					
Forms of classes, the realization and number of hours				ECTS credits	
Forms of classes				2	
Auditorium classes, Lecture				classes - 45 h	
The realization of activities				tutorial classes – 3 h	
classroom instruction				student's own work – 2 h	
Number of hours				Total: 50 h – 2 ECTS	
Auditorium classes: 30 hours, Lecture: 15 hours					
The academic cycle					
2023/2024 summer semester					
Type of course			Language of instruction		
obligatory			polish		
Teaching methods			Form and method of assessment and basic criteria for eveluation or examination requirements		
- Case studies Discussion Group project Activating methods in training classes - multimedia-based lecture			Final evaluation		
			Graded credit		
			Assessment methods		
			Assessment methods Total: 100 points; (1) Test: 50 points, (2) Group project: 50 points [Marketing in a company X - team work of 3-5 students; analysis of marketing decisions in a chosen chemical, biotechnological or pharmaceutical company].		
			The basic criteria for evaluation		
			Knowledge about marketing terminology, concepts and models Ability to analyze and interpret marketing information Ability to design and conduct a research project		
Method of verifying required learning outcomes					
Required courses and introductory requirements					
A. Formal requirements					
none					
B. Prerequisites					
none					
Aims of education					
Aims of education					
To make students familiar with start-up marketing terminology and concepts;					
To teach students how to how to conduct marketing analyses of different enterprises					

## Course contents

Course contents

- 1.START-UP MARKETING – INTRODUCTION
- 2.MARKETING INFORMATION SYSTEM
- 3.MARKET RESEARCH IN CHEMICAL AND PHARMACEUTICAL INDUSTRY
- 4.PRODUCT POLICY
- 5.PRICING POLICY
- 6.DISTRIBUTION POLICY
- 7.PROMOTION POLICY

## Bibliography of literature

Bibliography of literature

Literature required to pass the course

P. Kotler, K. Keller, Marketing Management, 14th Edition, Pearson, 2011.

Instructor-supplied course slides.

Extracurricular readings

M. Swenson, G. Rhoads, D. Whitlark, Startup Marketing: Leveraging Leverage, Journal of Applied Business and Economics, vol. 16(6), 2014.

## The learning outcomes (for the field of study and specialization)

### Knowledge

Knowledge

Students have fundamental knowledge about start-ups, marketing terminology and concepts.

Students know marketing-mix.

### Skills

Skills

Students are able to locate, select and organize marketing information .

Students are able to design and conduct a marketing analysis.

### Social competence

Social competence

Students participate in undertaking and accomplishing group development tasks.

Students enhance basic competency in the areas of critical thinking, communication and interpersonal skills.

## Contact

[http://ug.edu.pl/pracownik/2832/marek\\_szczepaniec](http://ug.edu.pl/pracownik/2832/marek_szczepaniec)