

Subject card

Subject name and code	Startups marketing, PG_00080725						
Field of study	Chemical Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish Polish		
Semester of study	4	ECTS credits			1.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Makroekonomii -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		1.0		9.0	40
Subject objectives	The aim of the course is to equip the student with knowledge, skills, and competencies in the field of startup marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŽ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	Is familiar with organizing marketing activities in startups.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[BCHINŽ_W08] Enumerates and describes the basic concepts and principles in the field of protection of industrial property and copyright and the use of patent information resources.	Uses the conceptual framework of marketing	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BCHINŽ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures.	Knows the specifics of industrial marketing (with particular emphasis on the chemical and pharmaceutical industries)	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BCHINŽ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Is able to prepare studies on the development of marketing in a new company	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[BCHINŽ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Knows the distinctive features of start-up marketing	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BCHINŽ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.	Is able to analyze the marketing activities of various entities economic activities in the chemical industry	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	1. START-UP MARKETING INTRODUCTION 2. INFORMATION BASIS FOR DEVELOPING RELATIONSHIPS WITH CUSTOMER 3. MARKET ANALYSIS - CHEMICAL AND PHARMACEUTICAL INDUSTRY 4. PRODUCT POLICY OF START-UPS 5. PRICING POLICY OF START-UPS 6. DISTRIBUTION MODELS IN START-UPS 7. START-UP COMMUNICATION SYSTEM		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	70.0%
	Activity	0.0%	30.0%

Recommended reading	Basic literature	<p>Start-up and development of enterprises. How to start your own business business and achieve success? Ed. Szczepaniec M., Kulawczuk P., Sierpińska M., University of Gdańsk Press, Gdańsk 2024..</p> <p>P. Kotler, K. Keller, Marketing, Rebis Publishing House, 2017.</p>
	Supplementary literature	A. Łopusiewicz, Start-up. From idea to success, Samo sedno, 2013.
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	<p>Social media marketing</p> <p>Influencer marketing</p> <p>Content marketing</p> <p>Trading platforms</p> <p>Omnichannel</p> <p>Product promotion</p>	
Work placement	Not applicable	

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