

Course code																																								
Type and description	Elective Course																																							
ECTS credit	1																																							
Course name	New Trends in Marketing																																							
Course name in Polish	Nowe trendy w marketingu																																							
Language of instruction	English																																							
Course level	8 PRK																																							
Course coordinator	Prof. dr hab. inż. Magdalena Grębosz-Krawczyk (0000-0001-8339-2270)																																							
Course instructors	Dr inż. Dagna Siuda (0000-0002-9161-1354) Dr Kamil Lubiński (0000-0003-1673-1417)																																							
Delivery methods and course duration	<table><tr><th></th><th>Lecture</th><th>Tutorials</th><th>Laboratory</th><th>Project</th><th>Seminar</th><th>Other</th><th>Total of teaching hours during semester</th></tr><tr><td>Contact hours</td><td>0</td><td>0</td><td>0</td><td>15</td><td>0</td><td>0</td><td>15</td></tr><tr><td>E-learning</td><td>No</td><td>No</td><td>No</td><td>No</td><td>No</td><td>No</td><td></td></tr><tr><td>Assessment criteria (weightage)</td><td>0,00</td><td>0,00</td><td>0,00</td><td>1,00</td><td>0,00</td><td>0,00</td><td>1,00</td></tr></table>									Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	15	0	0	15	E-learning	No	No	No	No	No	No		Assessment criteria (weightage)	0,00	0,00	0,00	1,00	0,00	0,00	1,00
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Course objective	1. Familiarise students with knowledge about new trends in marketing. 2. Develop students skills in the field of planning modern marketing solutions.																																							
Learning outcomes	1. propose modern marketing solutions – U4, K1 2. discuss about new trends in marketing and evaluate them – W1, U4, K1																																							
Assessment methods	Learning outcomes 1-2 - report, presentation, observation The final evaluation consists of: Report - 50% Presentation - 50%																																							
Prerequisites	-																																							
Course content with delivery methods	PROJECT 1. Contemporary marketing concepts. 2. Digital marketing – challenges and threats																																							
Basic reference materials	1. Materials supplied during the classes. 2. Grębosz-Krawczyk, M., & Siuda, D. (2025). <i>Digital brand management: Understanding consumers and communication in the digital age</i> . Routledge. 3. Kotler, P., Keller, K. L., & Chernev, A. (2024). <i>Marketing management</i> (17th ed.). Pearson.																																							
Other reference materials	1. Chaffey, D., Edmundson-Bird, D., & Hemphill, T. (2019). <i>Digital business and e-commerce management</i> (7th ed.). Pearson.																																							
Average student workload outside classroom	10h																																							
Comments	-																																							
Last update	04.07.2025																																							