**SYLLABUS TO THE SUBJECT/SYLABUS DO PRZEDMIOTU**

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| --- | --- |
| Item Name/Nazwa przedmiotu | **Sustainable marketing** |
| Direction/Kierunek | Management |
| Form of study/Forma studiów | Stationary |
| Level of education/Poziom kształcenia | 2nd degree |
| Year/Rok | 2 |
| Semester/Semestr | IV |
| Guide unit/Jednostka prowadząca | Department of Marketing and Communication |
| Drafter/Osoba sporządzająca | Prof. PCz , Dr. Habil. Bogusława Ziółkowska |
| Profile/Profil | Marketing and e-business education |
| Number of ECTS credits/Liczba punktów ECTS | 4 |

**TYPE OF CLASSES - NUMBER OF HOURS PER SEMESTER/RODZAJ ZAJĘĆ – LICZBA GODZIN W SEMESTRZE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Lecture/Wykład | Exercise/Ćwiczenia | Laboratory/Laboratorium | Project/Projekt | Seminar/Seminarium |
| **15** | **15** |  |  |  |

**COURSE DESCRIPTION/OPIS PRZEDMIOTU**

**PURPOSE OF THE COURSE/CEL PRZEDMIOTU**

C1. To familiarize students with the objectives and scope of sustainable marketing.

C2. To familiarize students with the possibilities of sustainable, marketing-based shaping of market offers, distribution and integrated communication with customers.

C3 To familiarize students with the organization of sustainable marketing in the enterprise.

**PREREQUISITES FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCIES/WYMAGANIA WSTĘPNE W ZAKRESIE WIEDZY, UMIEJĘTNOŚCI I INNYCH KOMPETENCJI**

1. The student has general knowledge about ecological and social threats
2. and sustainable development.
3. The student has general knowledge of marketing.
4. The student has knowledge about managing marketing activities in an enterprise.

**LEARNING OUTCOMES/EFEKTY UCZENIA SIĘ**

EU1. The student is able to define the objectives and scope of sustainable marketing in accordance with

to the ecological and social threats occurring in the environment.

EU2. The student is able to shape the marketing offer of the market and products/services in a way that supports sustainable development.

EU3. The student is able to develop marketing communication with customers in a pro-ecological and pro-social way.

EU4. The student is able to recruit and develop marketing personnel supporting sustainable development.

**PROGRAM CONTENT/ TREŚCI PROGRAMOWE**

|  |  |
| --- | --- |
| **Form of classes/Forma zajęć –LECTURE/ WYKŁADY** | **Number of hours/Ilość godzin** |
| W1-W2. Ecological and social threats in the modern world | 2 |
| W3. Sustainable development and its marketing challenges | 1 |
| W4. Objectives and scope of sustainable marketing | 1 |
| W5-W6. Status and development prospects of sustainable consumption | 2 |
| W7-W8 Marketing shaping of pro-ecological and pro-social market offers | 2 |
| W9-W10. Sustainable Distribution | 2 |
| W11-W12. Sustainability in integrated marketing communication processes | 2 |
| W13-W14. Recruiting and developing a sustainable marketing workforce | 2 |
| W15. Examples of Sustainable Marketing Activities | 1 |
| **Form of classes/Forma zajęć – EXERCISES/ĆWICZENIA** | **Number of hours/Ilość godzin** |
| C1. Introductory classes: defining the scope and purpose of the exercises and the rules for their completion | 1 |
| C2-C3. Traditional marketing as a source of ecological and social threats – discussion, examples | 2 |
| C4-C5-C6. Creation and presentation by students of marketing market offers supporting sustainable development | 3 |
| C7-C8-C9. Creation and presentation by students of pro-ecological means and forms  and pro-social distribution of products and services | 3 |
| C10-C11-C12. Student creation and presentation of sustainable campaigns  marketing communications | 3 |
| C13-C14. Discussion of the profile of a sustainable marketing employee and the recruitment procedure | 2 |
| C15. Summary of classes. Final test | 1 |

**DIDACTIC TOOLS/NARZĘDZIA DYDAKTYCZNE**

1. Audiovisual equipment

2. Videos, photos

3. Specialized literature

**METHODS OF ASSESSMENT (F- FORMATIVE, P - SUMMATIVE)/SPOSOBY OCENY ( F – FORMUJĄCA, P – PODSUMOWUJĄCA)**

F1. Working in exercise groups

F2. Activity during classes

P1. Evaluation of presentation

P2. Exam

**STUDENT WORKLOAD/OBCIĄŻENIE PRACĄ STUDENTA**

|  |  |  |  |
| --- | --- | --- | --- |
| **Form of activity/Forma aktywności** | | **Średnia liczba godzin na zrealizowanie aktywności** | |
| **[h]** | **ECTS** |
| Contact hours with the instructor | Lecture | 15 | 1 |
| Contact hours with the instructor | Exercises | 15 | 1 |
| Preparation for design exercises | | 20 | 0.4 |
| Preparation for the exam | | 20 | 0.8 |
| Familiarization with the indicated literature | | 20 | 0.4 |
| Exam | | 2 | 0.1 |
| Consultations | | 8 | 0.3 |
| **TOTAL NUMBER OF ECTS POINTS FOR ITEM/SUMARYCZNA LICZBA PUNKTÓW ECTS**  **DLA PRZEDMIOTU** | | **100** | **4** |

**BASIC AND SUPPLEMENTARY LITERATURE/LITERATURA PODSTAWOWA I UZUPEŁNIAJĄCA**

**Basic Literature/Literatura podstawowa:**

1. MC Viturino , (2024) Sustainable Marketing. Responsible practices For future marketing. Independently published, 2024
2. A. Pabian, B. Pabian, (2023), *Management of Sustainability Knowledge of the Generation Z on Social Media* , Scientific Papers of the Silesian University of Technology. Organization and Management Series, no. 176.
3. [Ph . Kotler](https://mtbiznes.pl/autorzy/philip-kotler) , [H. Kartajaya](https://mtbiznes.pl/autorzy/hermawan-kartajaya) , [I. Setiawan](https://mtbiznes.pl/autorzy/iwan-setiawan) , (2024) *Marketing 6.0. The future is immersive,* mtbiznes .
4. B. Ziółkowska, M. Zawada, (2023), *Cultural aspect in the marketing activity of enterprises on the market of innovative electronic products* , [in:] *Innovation and creativity in the modern enterprise. Research news* (ed.) WIŚNIEWSKA Joanna, JANASZ Krzysztof, Scientific Publishing House IVG, Warsaw-London.
5. A. Pabian, *Promotional activity in the concept of sustainability ,* "Marketing i rynek" 2013, no. 8/2013, pp. 12-17.
6. A. Pabian , *Greenwashing and astroturfing . Green disinformation in promotional activities,* "Marketing i rynek" 2014, no. 4/2014, pp. 105-110
7. B. Ziółkowska et al. (eds.) *Sustainable development in management* , Publishing House of the Faculty of Management, Częstochowa University of Technology, Częstochowa, 2015.

**Supplementary Literature/Literatura uzupełniająca:**

1. *Sustainable*​ *development in management* (ed.) I. Krawczyk-Sokołowska , Publishing House Polytechnics Częstochowska , 2023.

2. A. Pabian, *Strategic planning from a sustainability perspective ,* "Handel Wewnętrzny" 2017, no. 3 (368), Volume 1, pp. 341-350.

3.A. Pabian, *The role of management in promoting and implementing the principles of sustainability in an enterprise,* "Przegląd Organizacji" 2015, no. 4, pp. 6-11.

4. A. Dąbrowska, L. Shulhina , *Sustainable consumption and production and consumer behavior* , Studies and Works of the Warsaw School of Economics, College of Management and Finance, Scientific Journal 196/2024.

5. B. Ziółkowska et al. (eds.) *Enterprise management and sustainable development* , Publishing Section of the Faculty of Management, Częstochowa University of Technology, Częstochowa, 2014.

**INSTRUCTOR OF THE COURSE (NAME, SURNAME, E-MAIL ADDRESS)/PROWADZĄCY ZAJĘCIA (IMIĘ, NAZWISKO, ADRES E-MAIL)**

Bogusława Ziółkowska boguslawa.ziolkowska@pcz.pl

Arnold Pabian arnold.pabian@pcz.pl

**LEARNING OUTCOME ACHIEVEMENT MATRIX**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Learning Outcome/Efekt uczenia się** | **Reference an effect to program-wide defined effects/ Odniesienie danego efektu do efektów zdefiniowanych                dla całego programu** | **Course objectives/Cele przedmiotu** | **Curriculum content/Treści programowe** | **Teaching tools/Narzędzia dydaktyczne** | **Method of evaluation/Sposób oceny** |
| **EU1**​ | K\_W02, K\_W07, K\_U01, K\_U05, K\_U07, K\_U10, K\_K01, K\_K04 | C1, C2 | W1-W6,  Ć1-Ć3, Ć15. | 1.3 | F1,F2,P1,P2 |
| **EU2**​ | K\_W01, K\_W02, K\_U02, K\_U05, K\_U07, K\_U10, K\_K02, K\_K05 | C2, C3 | W7-W10,  Ć4-Ć9, Ć15. | 1,2,3 | F1,F2,P1,P2 |
| **EU3**​ | K\_W02, K\_W07, K\_U01, K\_U04, K\_U05, K\_U09, K\_K01, K\_K04 | C2 | W11-W12,  Ć10-Ć12, Ć15. | 1,2,3 | F1,F2,P1,P2 |
| **EU4**​ | K\_W01, K\_W02, K\_U01, K\_U03, K\_U09, K\_U10, K\_K01, K\_K04 | C3 | W13-W15,  Ć13-Ć15, Ć15. | 1.3 | F1,F2,P1,P2 |

**FORM OF ASSESSMENT - DETAILS/FORMY OCENY – SZCZEGÓŁY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Per grade 2/**  **Na ocenę 2** | **Per grade 3/**  **Na ocenę 3** | **Per grade 4/**  **Na ocenę 4** | **Per grade 5/**  **Na ocenę 5** |
| **Effect 1/ Efekt 1** | The student does not know how to define the goals at all and is not able to indicate the scope of sustainable marketing due to the ecological and social threats occurring in the environment. | The student has sufficient knowledge of some of the objectives of sustainable marketing and is able to sufficiently indicate the scope of sustainable marketing in terms of the ecological and social threats occurring in the environment. | The student knows most of the sustainable marketing objectives well and is able to correctly indicate the scope of their application in adapting  to the ecological and social threats occurring in the environment. | The student has a very good knowledge of all the objectives of sustainable marketing and is able to precisely indicate the scope of their application in relation to the ecological and social threats occurring in the environment. |
| **Effect 2/ Efekt 2** | The student is completely unable to shape the marketing offer and the distribution of products/services in a way that supports sustainable development. | The student is sufficiently able to shape the marketing offer and the distribution of products/services in a way that supports sustainable development. | The student is able to shape the marketing offer and the distribution of products/services in a way that supports sustainable development. | The student is very good at shaping the marketing offer and the distribution of products/services in a way that supports sustainable development. |
| **Effect 3/ Efekt 3** | The student is unable to develop marketing communication with customers in a pro-ecological and pro-social way. | The student is able to develop marketing communication with customers in a sufficiently pro-ecological and pro-social way. | The student is able to develop marketing communication with customers in a pro-ecological and pro-social way. | The student is able to develop marketing communication with customers in a pro-ecological and pro-social way very well. |
| **Effect 4/ Efekt 4** | The student does not know how to recruit at all, nor does he know how to develop marketing staff that support sustainable development. | The student is sufficiently skilled at recruiting employees and knows how to develop marketing personnel to support sustainable development. | The student knows well how to develop marketing staff supporting sustainable development and is able to recruit employees well. | The student knows very well how to develop marketing staff supporting sustainable development and is very good at recruiting the right employees. |

\*A 3.5 half grade is awarded in the case of full credit for the learning outcomes with a 3.0 grade, but the student has not fully absorbed the learning for a 4.0 grade. A half-grade of 4.5 is awarded in the case of full credit for the learning outcomes with a 4.0 grade, but the student has not fully assimilated  the learning outcomes for a grade of 5.0./ \*Ocena połówkowa 3.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 3.0, ale student nie przyswoił w pełni uczenia się na ocenę 4.0. Ocena połówkowa 4.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 4.0, ale student nie przyswoił w pełni efektów uczenia się na ocenę 5.0.

**OTHER USEFUL INFORMAION ABOUT THE ITEM/INNE PRZYDATNE INFORMACJE O PRZEDMIOCIE**

Information where you can read presentations for classes, etc. - Information is provided during the first class and sent electronically to the addresses of individual dean’s groups./ Informacje, gdzie można zapoznać się z prezentacjami na zajęcia itp. - Informacje udzielane są podczas pierwszych zajęć i przesyłane drogą elektroniczną na adresy poszczególnych grup dziekańskich

Information on the place of classes - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o miejscu zajęć – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS.

Information on the date of classes (day of the week/time) - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o terminie zajęć (dzień tygodnia/godzina) – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS

Information about consultations (hours + place) - Information is given during the first classes, it is also available on the website of the Faculty of Management./ Informacje na temat  godzin i miejsca konsultacji znajdują się na stronie internetowej Wydziału Zarządzania oraz podawane są na pierwszych zajęciach ze studentami.