

<b>Prowadzący</b>	Dr hab. Ilona Lipowska, prof. UMCS
<b>ERASMUS+ (semestr zima) 2025/2026</b>	NIE
<b>Oferta PJOE (semestr lato) 2025/2026</b>	TAK
<b>Kierunek, rok, stopień dla PJOE (*obowiązkowe)</b>	Ekonomia II rok, II st.; FiR III rok, I st.

\* PJOE – przedmiot w języku obcym dla studentów polskich oraz dla studentów Erasmus+

\*\* zostawić właściwe

#### BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

<b>Module name</b>	UOKiK's Activity on Selected Marketing Issues
<b>Language of instruction</b>	English
<b>Prerequisites</b>	Basic marketing knowledge is preferred.
<b>ECTS points hour equivalents (30h = 6 ECTS; 15h = 3 ECTS)</b>	<p>Contact hours (work with an academic teacher): 15  Total number of hours with an academic teacher: 15  Number of ECTS points with an academic teacher: 2  Non-contact hours (students' own work): 15  Total number of non-contact hours: 15  Number of ECTS points for non-contact hours: 1  Total number of ECTS points for the module: 3</p>
<b>Educational outcomes verification methods</b>	A written exam: True or False questions and one open-ended question
<b>Description</b>	The course is dedicated to students interested in marketing in practice. Its goal is to present the activities of the Office of Competition and Consumer Protection (UOKiK) regarding marketing practices. To achieve this, we will analyze examples of marketing practices that have been scrutinized by the Office, such as price collusion and misleading price communications. Students will also learn about the Office's inspection procedures and the specifics of individual cases.
<b>Reading list</b>	The content covered in the lectures will primarily focus on the responses of the Office of Competition and Consumer Protection (UOKiK) to the marketing practices of selected companies. Consequently, the official press releases from the Office's website will serve as a crucial source of information. There is no formal reading list for this course.
<b>Educational outcomes</b>	<p><b>KNOWLEDGE:</b></p> <ul style="list-style-type: none"> <li>- Students know and understand the mission of the Office of Competition and Consumer Protection's (UOKiK)</li> <li>- Students understand the logic of the UOKiK actions and the full possibilities of appealing against the decisions of the President of the UOKiK</li> <li>- Students understand why certain marketing activities may be subject to UOKiK penalties</li> </ul> <p><b>SKILLS:</b></p> <ul style="list-style-type: none"> <li>- Students can indicate further steps in the whole procedure that starts with the UOKiK intervention</li> <li>- Students can analyze specific marketing activities in terms of the potential risk of UOKiK intervention</li> </ul> <p><b>ATTITUDES:</b></p> <ul style="list-style-type: none"> <li>- Students can demonstrate a critical attitude toward marketing practices</li> <li>- Students can demonstrate a correct attitude toward the Office of Competition and Consumer Protection as the control institution that is not unmistakable</li> </ul>
<b>Practice</b>	n/a

# INFORMATION ABOUT CLASSES IN THE CYCLE

<b>Educational outcomes verification methods</b>	A written exam: True or False questions and one open-ended question
<b>Comments</b>	Basic marketing knowledge is preferred.
<b>Reading list</b>	The content covered in the lectures will primarily focus on the responses of the Office of Competition and Consumer Protection (UOKiK) to the marketing practices of selected companies. Consequently, the official press releases from the Office's website will serve as a crucial source of information. There is no formal reading list for this course.
<b>Educational outcomes</b>	<p><b>KNOWLEDGE:</b></p> <ul style="list-style-type: none"> <li>- Students know and understand the mission of the Office of Competition and Consumer Protection's (UOKiK)</li> <li>- Students understand the logic of the UOKiK actions and the full possibilities of appealing against the decisions of the President of the UOKiK</li> <li>- Students understand why certain marketing activities may be subject to UOKiK penalties</li> </ul> <p><b>SKILLS:</b></p> <ul style="list-style-type: none"> <li>- Students can indicate further steps in the whole procedure that starts with the UOKiK intervention</li> <li>- Students can analyze specific marketing activities in terms of the potential risk of UOKiK intervention</li> </ul> <p><b>ATTITUDES:</b></p> <ul style="list-style-type: none"> <li>- Students can demonstrate a critical attitude toward marketing practices</li> <li>- Students can demonstrate a correct attitude toward the Office of Competition and Consumer Protection as the control institution that is not unmistakable</li> </ul>
<b>A list of topics</b>	<ol style="list-style-type: none"> <li>1. The mission of the Office of Competition and Consumer Protection (UOKiK) and its goals</li> <li>2. Price collusion and</li> <li>3. Price wars</li> <li>4. Partner relationships in the supply chain</li> <li>5. Price promotions communications</li> <li>6. Reference price and price discounts communications</li> </ol> <p>The impact of the omnibus price on price perception.</p>
<b>Teaching methods</b>	Lecture, case studies
<b>Assessment methods</b>	A written exam: True or False questions and one open-ended question