


KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez
Unię Europejską w ramach
Europejskiego Funduszu
Społecznego

UNIA EUROPEJSKA
EUROPEJSKI
FUNDUSZ SPOŁECZNY


Course title		ECTS code	
Financial Marketing and Investor Relations		4.7.1322	
Name of unit administrating study			
Faculty of Management			
Studies			
faculty	field of study	type	first tier studies (BA)
Faculty of Management	Finance and Accounting	form	full-time
		specialty	all
		specialization	all
Teaching staff			
dr Anna Dziadkiewicz; dr inż. Sylwia Badowska; dr Jędrzej Siciński			
Forms of classes, the realization and number of hours		ECTS credits	
Forms of classes		3	
Auditorium classes, Lecture		Total ECTS – 3 of which:	
The realization of activities		0.5 ECTS (15h) participation in lectures,	
classroom instruction, online classes		0.5 ECTS (15h) participation in tutorials,	
Number of hours		0.5 ECTS (15h) preparation for tutorials,	
Auditorium classes: 15 hours, Lecture: 15 hours		1 ECTS (30h) project development,	
		0.5 ECTS (15h) learning for the final exam	
The academic cycle			
2025/2026 summer semester			
Type of course		Language of instruction	
obligatory		English	
Teaching methods		Form and method of assessment and basic criteria for eveluation or examination requirements	
- on-line handouts - on-line handouts essay		Final evaluation	
		- Graded credit - Course credit	
		Assessment methods	
		- (mid-term / end-term) test - discussion essay - oral course credit	
		The basic criteria for evaluation	

	<p>1. Requirements for getting started (verified on a YES / NO basis): Attendance at the number of classes required by study regulations The ability to adapt to the rules in force during classes in the scope of: timeliness, honesty and respect for intellectual property, university regulations and other regulations, punctuality, discussion culture and principles of good manners</p> <p>2. Requirements shaping the level of the final grade of the lecture Mastering the material presented in the lecture and in the recommended bibliographic positions and the ability to apply the acquired knowledge in practical examples The final grades are based on the score according the University terms of study:</p> <ul style="list-style-type: none"> • 50% or less -2,0 (fail) • >50% - 3,0 (pass) • >60% - 3,5 (pass +) • >70% - 4,0 (good) • >80% - 4,5 (good+) • >90% - 5,0 (very good) <p>3. Requirements shaping the level of the final grade of tutorials Preparation and development of the project, and presentation of project results (100%)</p>
Method of verifying required learning outcomes	
Required courses and introductory requirements <p>A. Formal requirements Possession of knowledge and skills acquired during the first degree studies Entry for the semester 5 first-cycle studies</p> <p>B. Prerequisites The student should have expanded knowledge of finance</p>	
Aims of education <p>The aim of the course is to familiarize students with principles of marketing, financial marketing and communication and developing investors relations.</p>	
Course contents <ol style="list-style-type: none"> 1. Marketing – theory and/or practice 2. Marketing of relations 3. Marketing of financial services 4. Shareholders of today and future and their investment philosophies 5. The role of Investor Relations and Financial Communication 6. Crisis Communication 7. Ethics in Financial Communication and Investor Relations 8. Conferences for shareholders and the press 9. Releasing financial information 10. Taking point on financial briefings 11. Filing and publishing reports 12. Investment pitch deck and roadshow presentations 	
Bibliography of literature <p>A. Literature (basic) Alexander V. Laskin, The Handbook of Financial Communication and Investor Relations, First Edition, John Wiley & Sons, Inc., 2017</p> <p>B. Literature (supplementary) Steve M. Bragg, Investor Relations: The Comprehensive Guide, Accounting Tools; 1st edition (January 1, 2008)</p>	
The learning outcomes (for the field of study and specialization) <p>Knowledge W04 W08 Skills U01 U08 Social Competences</p>	<p>Knowledge</p> <p>Student knows:</p> <ul style="list-style-type: none"> • basic principles of marketing and public communication • to apply marketing tools correctly • schemes of establishing relations with investors • expectations of shareholders • the role of investor relations and financial communication • ethical principles in public communication <p>Skills</p>

<p>K01 K06</p>	<p>Student can:</p> <ul style="list-style-type: none"> • organize conferences for shareholders and the press • to communicate crisis events • develop and releasing financial information • prepare and taking point on financial briefings • develop investment pitch deck and roadshow presentations
	<p>Social competence</p>
	<p>Student can:</p> <ul style="list-style-type: none"> • continuously build on the acquired knowledge and skills in the field of financial marketing and communication • follow dynamic changes in financial marketing and understands the need of life-long learning • act with creativity and is prepared to communicate values to customers
<p>Contact</p>	
<p>anna.dziadkiewicz@ug.edu.pl</p>	