

**Subject card**

<b>Subject name and code</b>	Political Marketing, PG_00119310						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	6	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>		dr Aleksandra Aziewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	The aim of the course is to familiarize students with the concepts and tools used in political marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student understands the basics concepts and principles related to protection of intellectual property and copyright in context activities undertaken within political marketing	[SW1] oral statement/ conversation/discussion
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	the student identifies, analyzes and critically evaluates connections in as part of political marketing, that occur between different ones actors appearing on the market political	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to propose marketing activities political during changing conditions using, among others, creative thinking During the consultation, he discusses the project and any doubts regarding it	[SK2] presentation/project/paper/ report
[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student has knowledge about the rules and norms (legal, ethical) in regarding marketing political	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report	
Subject contents	<ol style="list-style-type: none"> <li>1. <b>Political Marketing and Commercial Marketing Differences and Similarities</b></li> <li>2. <b>The History of Political Marketing USA</b></li> <li>3. <b>Voter Behavior and Electoral Systems</b></li> <li>4. <b>Election Polls</b></li> <li>5. <b>Candidate Image</b></li> <li>6. <b>Media in Political Marketing</b></li> <li>7. <b>Case Study Election Campaigns</b></li> </ol>		
Prerequisites and co-requisites	marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	100.0%
Recommended reading	Basic literature	Mazur, M., (2007). Marketing polityczny. Studium porównawcze. Wydawnictwo Naukowe PWE Dobek-Ostrowska, B., (2009) Porozumienie czy konflikt? Polityce, media i obywatele w komunikowaniu politycznym. Propaganda i PR w polityce. Kampanie wyborcze. Marketing i reklama polityczna, PWN	
	Supplementary literature	Dobek-Ostrowska, B., (2006), Komunikowanie polityczne i publiczne, Wydawnictwo Naukowe PWN Garlicki, J., i inni, I. I. (2012). Marketing polityczny i komunikowanie polityczne. Nowe zjawiska, nowe wyzwania. Studia Politologiczne, 24.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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