

Subject card

Subject name and code	Marketing and social media, PG_00130862						
Field of study	Cultural Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2026/2027	
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Leila Słodowicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	4.0	0.0	34
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	34		2.0		39.0	75
Subject objectives	The aim of the course is to acquaint students with the specifics of online cultural marketing, the tools for promoting culture on the internet, and the characteristics and issues of changes in social media in a practical dimension.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_W05] Student has specific knowledge in the areas of cultural anthropology, cultural history, popular culture, indigenous cultures, regional studies, museum studies, and religion. Additionally, they have specialized knowledge in a chosen professional field.	The student has knowledge about the tools and strategies of online cultural marketing, and the changes and characteristics of social media as a platform for the popularization and promotion of culture.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[KULL3_W04] Student has general knowledge about social, philosophical, and historical issues that form the foundation for reflection on culture and art.	The student has knowledge about the electronic media, the basics of marketing, the specifics of online marketing.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.	The student prepares oral presentations and project task presentations that fall within the scope of online marketing activities. Tasks are performed both individually and in groups.	[SU2] presentation/project/paper/ report
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	The student is able to search, analyze, evaluate, and select information. They do this using various media and sources in a conscious and careful manner, respecting intellectual property.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student correctly identifies and addresses issues related to social media and online cultural marketing.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task	
Subject contents	The specifics of internet marketing. Marketing activities in light of Polish legal norms. The specificity of cultural marketing. SEO. Social media - characteristics. Media convergence. Viral media. Basics of effective communication in media. Marketing strategies and promotional activities in culture. Content marketing, storytelling.		
Prerequisites and co-requisites	The selection of a specialization		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final assignment	51.0%	60.0%
	tasks during classes	51.0%	40.0%
Recommended reading	Basic literature	<p>Jenkins, H., <i>Convergence Culture: Where Old and New Media Collide</i>, NYU Press. (2006)</p> <p>Jenkins, H., Ford, S., & Green, J., <i>Spreadable Media</i>. NYU Press. (2013)</p> <p>McQuail, D., <i>Mass Communication Theory</i>. SAGE Publications. (2010)</p> <p>Wróblewski, Ł., <i>Strategie marketingowe w instytucjach kultury</i>, Polskie Wydawnictw Ekonomiczne. (2012)</p> <p>Heath, C., Heath, D., Malcherek, M., Bucki, P., & MT Biznes, <i>Przyczepne historie: Dlaczego niektóre treści przykuwają uwagę, a inne zostają zapomniane</i>. MT Biznes. (2020)</p> <p>Bucki, P. & Wydawnictwo Naukowe PWN, <i>Viral: Jak zarażać ideami i tworzyć wirusowe treści</i>. Wydawnictwo Naukowe PWN. (2021)</p>	

	Supplementary literature	<p>Goban-Klas, T., <i>Media i komunikowanie masowe</i>. Wydawnictwo Naukowe PWN. (2004)</p> <p>Namysłowska, M. (Red.), <i>Reklama. Aspekty prawne</i>. Wolters Kluwer. (2012)</p> <p>Tkaczyk, P. <i>Narratologia</i>. PWN. (2021)</p> <p>Tkaczyk, P., & Prochera-Smykala, I., <i>Zakamarki marki: Rzeczy, o których mogłeś nie wiedzieć, zapomnieć lub pominąć podczas budowania swojej marki</i>. Wydawnictwo Helion. (2011)</p> <p>Mistewicz, E., <i>Marketing narracyjny</i>. Wydawnictwo Helion. (2011)</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	The student prepares drafts of social media feeds and stories using discussed strategies and tools. They work on their skills in effective communication in media by preparing short written forms. They plan their own mini-marketing strategy.	
Work placement	Not applicable	

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