

**Subject card**

<b>Subject name and code</b>	Publishing management, PG_00133632						
<b>Field of study</b>	Polish Studies						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Specialty subject group Humanistic-social subject group		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Applied Polish Studies -> Institute of Polish Philology -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Maja Wojciechowska				
	<b>Teachers</b>		dr hab. Maja Wojciechowska				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	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>	30		21.0		49.0	100
<b>Subject objectives</b>	The aim of the course is to show the mechanisms of functioning of publishing houses on the publishing and bookselling market and to present selected operating strategies used by publishing houses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_K06] He consciously fulfills and develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	Student: is aware of the essence of ethical behavior in the process of managing a publishing house and operating on the market; understands ethical issues related to responsibility for the accuracy and reliability of marketing information provided to potential readers.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.	Student: is able to segment the bookselling and publishing market and indicate the characteristic purchasing characteristics of individual groups; can point to different types of strategies used on the publishing market; has the ability to conduct marketing research aimed at supporting activities in the field of creating publishing policy; can design a simple action promoting a selected publishing item, series, cycle or publishing brand.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FPMU2_W08] Recognizes in cultural texts the reflection of economic, legal and economic rules, governing the modern world and affecting the development of various forms of entrepreneurship in accordance with ethical standards.	Student: is able to determine what elements constitute the publishing management process; knows the structure and organization of various types of publishing houses; has knowledge of market mechanisms that influence the functioning of publishing houses.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	The concept of market, management, management and promotion. Organization and structure of the publishing house. Organizational functions. Strategies on the book market. Issues of organizing the work of a publishing house. Publishing financing. Publication promotion. Promotional campaigns.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	50.0%	20.0%
	project	50.0%	80.0%
Recommended reading	Basic literature	Baverstock Alison: Marketing w wydawnictwie. Kraków: BMR, 1997.  Davies Gill: Nabywanie tytułów: organizacja i zarządzanie w redakcji. Kraków: BMR, 1997.  Frołow Kuba: Jak wypromowano bestseller. Warszawa: Biblioteka Analiz, 2006.  Frołow Kuba: Public relations na rynku książki. Warszawa: Biblioteka Analiz, 2007.	
	Supplementary literature	Dawidowicz-Chymkowska Olga: Ruch wydawniczy w liczbach 2022. Książki. Warszawa 2023  Rynek książki w Polsce 2016. Warszawa: Biblioteka Analiz, 2017.  Świata Marcin: Zachowania konsumentów i marketing na rynku książki. Warszawa: Biblioteka Analiz, 2003.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		