

**Subject card**

<b>Subject name and code</b>	Marketing and Organization in Publishing Company, PG_00141481						
<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>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional 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>			2.0		
<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>	30.0	0.0	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		2.0		18.0	50
<b>Subject objectives</b>	The aim is to present students with the economics of publishing and marketing activities on the book market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_K03] Reliably and with commitment, he carries out professional tasks in accordance with the profession's appropriate code of ethics.	The student: knows the scope of his knowledge regarding the economic methods and organization of book marketing in a publishing house, understands the need for continuous education and professional development, is aware of the importance of marketing activities and their impact on communication between the publisher and the reader, understands the 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
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology related to the chosen specialty.	Student: is able to segment the bookselling and publishing market for the needs of publishing advertising, has the ability to conduct basic marketing research among real and potential reading groups, is able to design a simple campaign to promote a selected publishing item.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[FPL3_W12] Has a specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of contemporary culture and act ethically within the chosen specialty.	Student: is able to determine what marketing activities in a publishing house involve, has organized basic knowledge of marketing activities tools and publishing economics.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	Introduction to the economics of publishing. Marketing of publications. Book advertising: history of book advertising, contemporary forms of book advertising, advertising of belles-lettres, advertising of scientific books, advertising of women's publishing houses (magazines, guides, romance literature), advertising of children's books (textbooks, fiction and entertainment literature, children's and youth magazines), advertising art books, comics, manga. Book advertising on the Internet and distribution of e-books. The impact of book advertising on Poles' reading. Book markets.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	50.0%	80.0%
	activity	50.0%	20.0%

Recommended reading	Basic literature	<p>Baverstock Alison: Marketing w wydawnictwie. Kraków: BMR, 1997.</p> <p>Davies Gill: Nabywanie tytułów: organizacja i zarządzanie w redakcji. Kraków: BMR, 1997.</p> <p>Frołow Kuba: Jak wypromowano bestseller. Warszawa: Biblioteka Analiz, 2006.</p> <p>Frołow Kuba: Public relations na rynku książki. Warszawa: Biblioteka Analiz, 2007.</p> <p>Rynek książki w Polsce 2016. Warszawa: Biblioteka Analiz, 2017.</p> <p>Świtła Marcin: Zachowania konsumentów i marketing na rynku książki. Warszawa: Biblioteka Analiz, 2003.</p> <p>Dawidowicz-Chymkowska Olga: Ruch wydawniczy w liczbach 2022. Książki. Warszawa 2023</p> <p>Kaleta Krzysztof: Międzynarodowe Targi Książki w Warszawie: historia i teraźniejszość. Warszawa 2005.</p> <p>Straus Grażyna, Wolff Katarzyna: Czytanie, kupowanie, wypożyczanie: społeczny zasięg książki w Polsce w 2004 r. Warszawa 2006.</p> <p>Wodniak Katarzyna: Współczesna prasa kobieca a sprawy książki. Warszawa 2004.</p> <p>Zając Michał: Promocja książki dziecięcej. Warszawa 2000.</p>
	Supplementary literature	<p>Patrzalek Wanda: Elementy marketingu na rynku prasy. Wrocław: Wydaw. Uniwersytetu Wrocławskiego, 2001.</p> <p>Straus Grażyna, Wolff Katarzyna: Sienkiewicz, Mickiewicz, Biblia, harlequiny Warszawa 2002.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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