

Subject card

Subject name and code	Political marketing workshops, PG_00149220						
Field of study	Political 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 Subject group related to scientific research in the field of study	
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							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kamińska-Korolczuk, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		0.0		30.0	60
Subject objectives	.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_U06] Can explain and describe the principles and values of a democratic state and actively participate in public discourse.		
	[POLL3_K01] Is prepared to participate in public life and in teams implementing social, political and civic projects at various levels of participation, and uses the acquired knowledge, skills and competencies to act in an entrepreneurial manner.		
	[POLL3_W06] Has knowledge of political, cultural, economic, legal and ethical structures, their origins and changes.		
	[POLL3_W05] Has knowledge of the historical, economic, social, legal, ethical and cultural conditions of political life.		
	[POLL3_U03] Is able to analyse and describe the genesis and course of social, political, economic, legal, ethical and cultural processes and phenomena in historical terms and in the contemporary country and the world.		
	[POLL3_K06] Is ready to recognize and respect different points of view determined by different political, cultural and social backgrounds.		
	[POLL3_K07] Has a need to supplement, expand and improve acquired knowledge and skills.		
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.		
[POLL3_W14] Has extended knowledge of the political organization of societies, transformation processes and relations and bonds at the local, regional and global levels in the scope of the selected module (specialization).			
Subject contents	.		
Prerequisites and co-requisites	.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	.	70.0%	30.0%
	.	51.0%	70.0%
Recommended reading	Basic literature	.	
	Supplementary literature	.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	..		
Work placement	Not applicable		

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