

Subject card

Subject name and code	Culture Marketing, PG_00150230						
Field of study	Russian Philology						
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 Humanistic-social subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Russian classes conducted in Polish and Russian		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
	Additional information: project method (research project, practical project), task solving, discussion, group work						
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	20	2.0	28.0	50		
Subject objectives	The aim of the classes is to provide students with knowledge of cultural marketing, its principles, types, current trends and instruments used. Students will acquire knowledge and skills in the methods of applying marketing and formulating and implementing a marketing strategy. Workshop classes using active forms of teaching (case studies, decision-making games, etc.) will prepare students to perform real tasks related to work in the marketing industry.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSL3_U09] The student is able to recognize processes and obstacles in intercultural communication.	Is able to recognize processes and obstacles in intercultural marketing communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FROSL3_U19] The student is able to interact and work in a group, assuming various roles in it and demonstrating various interpersonal skills and social competencies, including communication skills and the ability to deal with various social and professional situations.	Able to work in a group, demonstrating various interpersonal skills and social competencies, including communication skills and the ability to cope with various situations related to marketing activities.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FROSL3_W18] The student has advanced detailed knowledge of the selected specialty specific to the field of Russian philology.	Has advanced knowledge in the field of literary and cultural specialization.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FROSL3_U14] The student presents the results of his work in Polish and Russian in a clear, systematized and thoughtful form, using a variety of modern methods and techniques.	It presents the effects of individual and team work in a transparent and well-thought-out form, using a variety of modern methods and techniques.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FROSL3_K02] The student is prepared to actively participate in groups, organizations and institutions that implement activities for cultural integration, promotion of culture, and is able to communicate with people who are and are not specialists in the field.	Is prepared for active participation in organizations and institutions implementing activities to promote culture.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FROSL3_W08] The student has advanced knowledge of the interrelationships of linguistics, literary studies, cultural sciences and religion with social communication and media sciences, psychology, pedagogy and history.	Has knowledge of the connections between marketing, social communication and cultural studies.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FROSL3_W07] The student has advanced knowledge and understanding of specialized terminology and advanced knowledge of linguistic communication and communication strategies and language culture.	Knows and understands marketing terminology and has advanced knowledge of marketing communication strategies.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FROSL3_K03] The student is able to perform team activities, demonstrating adaptability to the requirements of the labor market, as well as skills and competencies in the selected specialty, conditioning the effectiveness of behavior and proper communication in various interpersonal and professional situations.	Is able to perform team activities, demonstrating adaptability to the requirements of the labor market, as well as skills and competencies in the field of culture marketing.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
Subject contents	Marketing and its areas of application in culture. Financing cultural institutions - an overview of available sources of financing for cultural projects. Sponsorship in the cultural sector: forms of sponsorship, rules for creating sponsorship offers, methods of selecting a sponsor taking into account the institution's operating profile and the type of project being implemented, initiating contacts, cooperation with sponsors. Public Relations for cultural institutions: introduction to PR issues, image and identity of the organization, external and internal communication as two levels of PR. Cooperation with the local community in organizing and promoting cultural activities. Using the services of art agencies, promotional and advertising companies. Typology of buyers on the cultural market: customers, donors, curators, audience, society. Criteria for segmenting the cultural market according to the motives for cultural participation. Definition of a cultural product and its components. Features of a cultural product, cultural product as a service. Shaping the cultural product policy: service offer, product range, making decisions about introducing and withdrawing the product. Distribution as a way of placing finished products on the market and offering them for sale. The scope of application of advertising, publicity and complementary promotion in activities on the culture and art market. Development of a promotion strategy taking into account factors related to consumer requirements, demand strategy, promotion, distribution and price.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	80.0%	10.0%
	tasks carried out during the semester	51.0%	40.0%
	project carried out in a group	51.0%	50.0%
Recommended reading	Basic literature	A. Niemczyk, Marketing w sferze kultury. Wybrane problemy, Kraków 2007. Z. Knecht, Marketing w zarządzaniu instytucją kultury, Warszawa 1992.	
	Supplementary literature	Marketing w działalności instytucji i jednostek upowszechniania kultury, red. Z. Knecht i A. Styś, Warszawa 1990. Media w Polsce w XX wieku: prasa, radio, telewizja, reklama, public relations, badania rynku, red. R. Gluza, Poznań 1999. W. Budzyński, Public relations. Zarządzanie reputacją firmy, Warszawa 1997. B. Nierenberg, Reklama jako element procesu komunikacji rynkowej, Opole 2004. J. Bralczyk, Język na sprzedaż, Gdańsk 2004.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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