

Subject card

Subject name and code	Advertising Strategy, PG_00152586						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
Education level	Master's studies	Subject group				Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	4	ECTS credits				2.0	
Learning profile	practical	Assessment form				credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Adam Majchrzak				
	Teachers		dr hab. Maria Ryłko-Kurpiewska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		2.0		33.0	50
Subject objectives	The aim of the course is to present selected issues related to advertising campaigns, to define the importance of advertising in marketing activities and its impact on the perception of a company and its products, to familiarise students with different types of advertising messages along with a discussion of the issue of choosing the appropriate form of advertising for the product being promoted, and to present the basics of planning effective advertising campaigns using different media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student has structured knowledge of advertising strategy and is able to use it in practice.	[SK5] implementation of a problem task
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student understands the theory and methods of media studies that enable him to develop an in-depth advertising strategy.	[SU5] implementation of a problem task
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student is able to develop and present a professional advertising strategy and create complete advertising messages used in campaigns using oral, written and visual methods.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student understands and is able to develop an advertising strategy independently and in a group setting, thus maximizing the effects of their work for the benefit of the social environment.	[SW5] implementation of a problem task
	[DZiKSMU2_W05] He/she has an in-depth and structured knowledge of the operation of media institutions and social communication departments, and understands the goals and problems related to their functioning.	The student knows how to develop an advertising strategy as part of group work.	[SW3] text preparation/written work
[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The student understands and is able to develop an advertising strategy through group work.	[SU8] observation of student's independent or team work	
Subject contents	1. models and functions of advertising 2. identifying customer needs 3) Advertising slogans and visual advertising 4. design of press advertisements 5. internet and multimedia advertising 6. radio and television advertising campaigns 7. outdoor advertising 8. design of complex advertising campaigns		
Prerequisites and co-requisites	Familiarity with marketing and advertising, public relations in the corporate communication space and the methodology of creating PR texts and materials.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		0.0%	10.0%
		0.0%	90.0%
Recommended reading	Basic literature	Dejnaka A., Strategia reklamy marki, produktów i usług, Wrocław 2005 Gregory A. (ed.): Public relations in practice, Cracow 2006	
	Supplementary literature	Sullivan L., Spots, posters and slogans. Jak tworzyć lubiane reklamy. Wydanie II, Warszawa 2007	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Marketing and advertising 2. PR in the corporate communication space in relation to advertising strategy 3. Methodology of producing PR texts and materials in relation to advertising strategy		
Work placement	Not applicable		

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