

Subject card

Subject name and code	Integrated Marketing Communication, PG_00155637						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study 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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		6.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Szczuka				
	Teachers		dr Grzegorz Szczuka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		46.0		74.0	150
Subject objectives	Providing knowledge about the theoretical content of marketing communication and digital reach principles of its formation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U04] The student can creatively apply management and quality studies knowledge in professional practice.	Is able to creatively use knowledge in the selection of marketing communication channels and tools and creatively present the acquired knowledge.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_K05] The student is ready to make an in-depth assessment of phenomena and justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on an in-depth analysis of the information he receives.	Is ready to perform in-depth analysis in the decision-making process in the area marketing communications enterprise and build a set of marketing communication channels and tools appropriate to the product/audience/persona.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[ZARZMU2_W01] The student has an expanded knowledge of the social sciences with particular emphasis on the discipline of management and quality sciences and understands their connections with other social sciences.	Has extensive knowledge of the subject the company's environment and can use it in planning communication activities marketing.	[SW5] implementation of a problem task
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	He is aware of the necessity supplementing knowledge in the field integrated communication marketing of enterprises.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[ZARZMU2_W14] The student has a structured, expanded detailed knowledge of the selected specialty in the field of management.	Has structured knowledge of marketing communication channels and tools and their characteristics.	[SW5] implementation of a problem task
	[ZARZMU2_U05] The student can correctly select and apply advanced, complex methods and tools used in management and quality studies.	Can choose and apply correctly marketing communication tools enterprise/institution and build a set of marketing communication channels and tools appropriate to the product/audience/persona.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	Has extensive knowledge of the subject the company's environment and can use it in planning communication activities marketing.	[SW5] implementation of a problem task
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Is aware of the need to supplement and expand the acquired knowledge and skills, tries to interdisciplinarily combine knowledge from various fields and disciplines of science that may have meaning in understanding communication processes marketing of enterprises.	[SK1] oral statement/conversation/discussion
	[ZARZMU2_U08] The student correctly uses complex terminology in the field of social sciences, especially in the discipline of management and quality studies, clearly and communicatively expresses his point of view.	Is able to freely use professional nomenclature in the field of marketing communication, with particular emphasis on terms relating to communication tools.	[SU1] oral statement/conversation/discussion

Subject contents	The concept and theories of communication: the concept and types of communication, theories and models of communication Interpersonal communication: model of interpersonal communication, social context of communication, social identification, social perception Codes in communication: linguistic communication, non-verbal communication Integrated marketing communication: marketing communication process, internal and external communication of the organization Development of forms of marketing communication Recipients of marketing communications Marketing communication goals Types of marketing communication channels Contemporary forms of marketing communication		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Attendance	51.0%	20.0%
	Final project	51.0%	80.0%
Recommended reading	Basic literature	J.W. Wiktor, Marketing communication. Models, structures, forms of communication, PWN Scientific Publishing House, Warsaw, 2024 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 6.0. The future is immersive, MT Biznes, 2024	
	Supplementary literature	Consumer and market Marketing research Marketing strategies and activities. Jubilee book on the occasion of the 50th anniversary of the creative work of prof. conv. Ph.D. Krystyna Mazurek-Łopacińska. Ed. Sobocińska, Magdalena; Publishing House of the Wrocław University of Economics, 2023 Urban, Mirosław. StoryTalking. Ed. . Warsaw: Wydawnictwo Naukowe PWN, 2023 Virji, Purna. Influential content marketing. Ed. . Warsaw: Wydawnictwo Naukowe PWN, 2024 J. Wyrwisz, Influencer marketing in brand marketing communication, 2020 Woźniakowski, Mariusz. Internet public relations in enterprise marketing communications; University of Lodz Publishing House, 2020	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	What analytical steps should be taken before creating a marketing plan/marketing communication plan? How do we perform stakeholder analysis? What are the characteristics of the major generations living in the world today? What are the preferences in terms of communication (media) consumption among representatives of particular generations? What is the integration of marketing communications? What were the stages of transformation of marketing concepts? Marketing communications in the digital era - or just digital marketing? Systematics of marketing communication tools and characteristics of individual tool groups.		
Work placement	Not applicable		

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