

Subject card

Subject name and code	Social Marketing, PG_00155652						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		11.0		24.0	50
Subject objectives	The aim of the course is to familiarize students with the specifics of social marketing, the instruments used to achieve its goals, and the particular role it plays in social life.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student is able to analyze and gather information from various sources to make decisions regarding the implementation of social campaigns, the selection of appropriate marketing tools, and the adaptation of strategies to both social and business needs.	[SU2] presentation/project/paper/report
	[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.	The student acquires competencies that can be applied both in organizational work and in social activities, making them individuals aware of the need for continuous self-improvement and the development of others, especially in areas related to social responsibility, sustainable development, and corporate social engagement.	[SK2] presentation/project/paper/report
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	The student has knowledge of the use of social marketing in various types of enterprises, both in small businesses run by individual entrepreneurs and in large economic entities, taking into account the specific legal regulations that govern their operations.	[SW2] presentation/project/paper/report
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	The student is able to identify social resources, such as social trust, stakeholder engagement, and social capital, which are essential for achieving both social and business objectives.	[SW2] presentation/project/paper/report
	[ZARZMU2_U02] The student can use the legal acts to regulate the formal and legal organization of the establishment and operation of enterprises in Poland in an in-depth way.	The student is able to identify and utilize social marketing instruments, while understanding how these activities are regulated by applicable laws, particularly in the areas of conducting social campaigns, data protection, and corporate social responsibility principles.	[SU2] presentation/project/paper/report
	[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.	The student is aware of the necessity of continuously updating and expanding their knowledge to keep up with current trends and new marketing tools. They are able to inspire others, which is particularly important in the context of educational campaigns, CSR programs, and initiatives promoting social responsibility and sustainable development.	[SK2] presentation/project/paper/report
Subject contents	• Definition of social marketing • The place of social marketing among other marketing fields • Instruments of social marketing • The role of social marketing in solving social problems • Target audiences of marketing activities in social marketing • Entities involved in shaping social change		
Prerequisites and co-requisites	Knowledge of basic concepts in marketing and marketing management.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The presentation method, involvement of individual team members	60.0%	25.0%
	The substantive content of the presentation	60.0%	75.0%
Recommended reading	Basic literature	1. A. Czubała, A. Jonas, H. Wojnarowska, Marketing społeczny przedsiębiorstw komercyjnych, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Krakow, 2017 2. Marketing społeczny dla NGO, praca zbiorowa, Akademia Rozwoju Filantropii w Polsce, 2006 3. W. Drozd, Marketing społeczny w krwiodawstwie. Jak rozmawiac z ludzmi, zeby oddali krew, CeDeWu, Warszawa, 2016	
	Supplementary literature	1. Maison D., Prochenko P., Stafiej A., Propaganda dobrych serc, czyli rzecz o reklamie społecznej, Agencja Wasilewski, Krakow 2002, 2. Limanski A., Drabik I.: Marketing w organizacjach non-profit, Warszawa 2007	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	1. Provide examples of social campaigns carried out in Poland and abroad 2. Provide examples of campaigns with varying reach, target groups, and organized by different entities 3. Identify and describe the marketing mix tools used in the selected campaign 4. Evaluate the selected campaign in the context of the goals set by the organizer and the actual outcomes achieved		
Work placement	Not applicable		

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