

Subject card

Subject name and code	Integrated Marketing Communication, PG_00155782						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	undergraduate studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		8.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Sylwia Kuczamer-Kłopotowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	20.0	12.0	0.0	0.0	52
	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	52		49.0		99.0	200
Subject objectives	Providing knowledge on theoretical issues of marketing communications and practical principles of its formation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W14] The student has a structured detailed knowledge of the selected specialty in the field of management.	The student has systematic knowledge of public relations, including terminology, goals, functions and tools used in managing the organization's communication with its environment.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_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 understands the dynamics of changes in the field of public relations and sees the need to constantly improve their competences both within formal education and through self-study.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	The student is able to apply the acquired knowledge in the field of public relations to design and implement effective communication strategies in professional practice.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_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.	Is aware of the need to supplement knowledge in the field of integrated marketing communications of enterprises.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[ZARZL3_W01] The student has advanced knowledge in the social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their interrelationships with other social sciences.	He has advanced knowledge of social sciences, in particular management and quality sciences, and understands their relations with other social disciplines, which enables him to effectively plan and implement PR communication strategies in organizations.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	The student is able to effectively select and use advanced methods and tools in the field of management and quality sciences in order to shape a positive image of the organization and manage its relations with the environment.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
Subject contents	1. Concept and theories of communication: concept and types of communication, theories and models of communication 2. Interpersonal communication: model of interpersonal communication, social context of communication, social identification, social perception 3. Communication codes: linguistic communication, nonverbal communication Integrated marketing communication: marketing communication process, internal and external communication of the organization 4. Development of forms of marketing communication 5. Recipients of marketing communication 6. Goals of marketing communication 7. Types of marketing communication channels 8. Contemporary forms of marketing communication		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	semester project	51.0%	60.0%
	written test	51.0%	40.0%
Recommended reading	Basic literature	J.W. Wiktor, Komunikacja marketingowa. Modele, struktury, formy przekazu, Wydawnictwo Naukowe PWN, Warszawa, 2024	
	Supplementary literature	B. Mazurkiewicz, Zintegrowana komunikacja marketingowa na rynku gier video na przykładzie firmy Blizzard Entertainment, 2018 J. Wyrwisz, Influencer marketing w komunikacji marketingowej marki, 2020 Ł. Wróblewski, M. Grzesiak, Wpływ aktywności online użytkowników mediów społecznościowych na kapitał marki osób znanych, 2021	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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