

Subject card

Subject name and code	Corporate Identity, PG_00156033						
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	part-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 Wioleta Dryl				
	Teachers		dr Wioleta Dryl				
			mgr Zuzanna Minga				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	8.0	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		61.0		74.0	150
Subject objectives	The objective of the course is for students to learn about activities related to effective and desirable strategies for image creation by business entities.						

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 search for and analyze detailed information necessary for making rational decisions related to corporate image creation, both at the operational and strategic levels.	[SU2] 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 possesses advanced knowledge of the organizational and legal forms of business operations, with particular emphasis on the role of image strategies in building reputation and relationships with the legal environment.	[SW2] presentation/project/paper/report
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	The student is aware of the ethical and social dilemmas related to corporate image creation, and is able to correctly identify and address them in accordance with ethical standards and social responsibility.	[SK1] oral statement/conversation/discussion
	[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 understands that the processes related to image building require regular updating of knowledge, both through academic learning and independent acquisition of experience. They are capable of inspiring others to deepen their knowledge of image strategies and supporting them in the process of learning and development in this area.	[SK8] observation of student's independent or team work
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	The student possesses advanced knowledge of the enterprise and the significance of image strategies as a key factor shaping the effectiveness of business operations, understands the impact of image creation on the success of a company, both in a regional and international context, taking into account various cultural, social, and economic factors.	[SW1] oral statement/conversation/discussion
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	The student uses advanced methods and tools applied in management and quality sciences to analyze the impact of image strategies on the company's market position and its relationships with stakeholders.	[SU2] presentation/project/paper/report
Subject contents	Basic concepts related to corporate image Types of image Tools for shaping corporate image Elements of integrated marketing communication Corporate brand creation Comprehensive corporate identity		
Prerequisites and co-requisites	Knowledge and skills in the field of marketing and marketing communication.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	33.0%
		60.0%	33.0%
		60.0%	34.0%
Recommended reading	Basic literature	I. Szlif, Wizerunek. Jak go zmierzyć i jak poprawić, CeDeWu, Warszawa, 2022 M. Daszkiewicz, Wrona S., Kreowanie marki korporacyjnej, Difin, Warszawa, 2014 W. Budzyński, Wizerunek firmy, Poltext, 2003	
	Supplementary literature	W. Budzyński, Wizerunek firmy, Poltext, 2003 T. Gackowski, M. Łączyński, Metody badania wizerunku w mediach, CedeWu, Warszawa, 2016	
	eResources addresses	Podstawowe https://wiz.pb.edu.pl/akademia-zarzadzania/wp-content/uploads/sites/3/2023/09/1.08.-M.-Kislak-J.-Szydlo-Content-marketing-w-kreowaniu-wizerunku-przedsiębiorstwa-na-przykladzie-Lidl-sp.-z-o.o.pdf - Modern tools in creating corporate image Uzupełniające Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Identify the visual and non-visual elements of the selected company's identity Assess the alignment between the identity and image of the selected company Identify the elements shaping the image of the selected company as an employer		
Work placement	Not applicable		

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