

Subject card

Subject name and code	Integrated Marketing Communication, PG_00156034						
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 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 Sylwia Kuczamer-Kłopotowska				
	Teachers		dr Grzegorz Szczuka				
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	Providing knowledge on theoretical issues of marketing communications and practical principles of its formation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 knowledge in the field of integrated marketing communications of enterprises.	[SK5] implementation of a problem task
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Is able to search for detailed information in the decision-making process in the area of the company's marketing communications.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_W02] The student has an expanded knowledge of the relationship between the disciplines of the social sciences crucial to understanding the essence of economic processes.	Has extensive knowledge of the relationships between these social science disciplines that may be important in understanding the marketing communication processes of enterprises.	[SW4] test/exam - oral or written
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	Is aware of the need to resolve dilemmas related to the performance of a profession related to building corporate communication strategies.	[SK4] test/exam - oral or written
	[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.	Is able to use legal acts regulating the sphere of communication between enterprises and their environment.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[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 company's environment and is able to use it in planning marketing communications activities.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
Subject contents	Concept and theories of communication: concept and types of communication, theories and models of communication Interpersonal communication: model of interpersonal communication, social context of communication, social identification, social perception Communication codes: linguistic communication, nonverbal communication Integrated marketing communication: marketing communication process, internal and external communication of the organization Development of forms of marketing communication Recipients of marketing communication Goals of marketing communication 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
	written test	51.0%	30.0%
	semester project	51.0%	30.0%
	partial project	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 wideo 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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