

Subject card

Subject name and code	Advertising Media, PG_00156038						
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	2		ECTS credits		3.0		
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	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		24.0		36.0	75
Subject objectives	The aim of the course is to familiarize students with activities related to the research of contemporary advertising media and the use of research results in the promotional activities of the enterprise.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 documents regulating the functioning of the advertising media market in Poland.	[SU4] test/exam - oral or written [SU5] 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.	Is aware of the depreciation of knowledge and understands the need for continuous improvement of one's professional skills.	[SK4] test/exam - oral or written
	[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.	Has extensive knowledge of the functioning of enterprises.	[SW4] test/exam - oral or written
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Can search for detailed information regarding the advertising media market.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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.	Knows and understands the principles of operation of the advertising media market in Poland and around the world.	[SW4] test/exam - oral or written [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.	Is aware of the need to resolve dilemmas related to performing his profession in the advertising media market.	[SK4] test/exam - oral or written [SK5] implementation of a problem task
Subject contents	1. The importance of media from the perspective of promotional activities of enterprises 2. Subject, entity, media stakeholders 3. Principles and criteria of media functioning 4. Advertising media research methods 5. Selection of research tools depending on the research objective 6. Indicators and their interpretation		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	semester project	51.0%	50.0%
	written test	51.0%	50.0%
Recommended reading	Basic literature	J. Dzierżyńska-Mielczarek, Rynek mediów w Polsce : zmiany pod wpływem nowych technologii cyfrowych ,Uniwersytet Jana Kochanowskiego w Kielcach, Warszawa : Oficyna Wydawnicza ASPRA-JR, 2018. Współczesne media : media multimodalne. T. 1, Zagadnienia ogólne i teoretyczne, multimodalność mediów drukowanych / pod redakcją Iwony Hofman i Danuty Kępy-Figury. Lublin : Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, 2018. Współczesne media : media multimodalne. T. 2, Multimodalność mediów elektronicznych / pod redakcją Iwony Hofman i Danuty Kępy-Figury. Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, 2018.	
	Supplementary literature	Hajduk, G., Zarządzanie komunikacją marketingową : integracja, nowe media, outsourcing, Wydawnictwo Poltext, 2019 Zarządzanie reklamą / pod redakcją Bogusława Nierenberga, Kraków : Wydawnictwo Uniwersytetu Jagiellońskiego, 2015.	
	eResources addresses	Adresy na platformie eNauczanie:	

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

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