

Subject card

Subject name and code	PR and cultural marketing, PG_00156892						
Field of study	Management and Communications in Performing Arts						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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		4.0		
Learning profile	academic		Assessment form				
Conducting unit	Zakład Kulturoznawstwa -> Instytut Badań nad Kulturą -> Faculty of Languages						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Adam Jurek				
	Teachers		dr Adam Jurek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	Presentation of the tasks and issues involved in working in public relations and promotion (using selected examples). Practical exercises developing skills in public speaking, PR, project management.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[ZKWSSMU2_W08] Has extended knowledge of the enterprise's environment, its factors and changes taking place in this area, as well as the relationships, importance and impact of the environment and stakeholders on the functioning of the enterprise. Has extensive knowledge of tools for diagnosing macro- and micro-environment.		The student has an extended knowledge of the environment of institutions and organisations operating in the field of culture, 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. He or she has a broad knowledge of tools for diagnosing the macro- and micro-environment of entities operating in the cultural field.		[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task		
	[ZKWSSMU2_U06] Is able to correctly interpret the socio-economic phenomena of the organization, current events in economic policy and economics, as well as independently plan and implement lifelong learning and guide others in the management of the organization.		The student is able to correctly interpret the organisation's socio-economic phenomena, current developments in economic policy, economics, as well as independently plan and implement their own lifelong learning and guide others in organisational management.		[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work		
	[ZKWSSMU2_K07] Is aware and understands the need to behave in an ethical, sustainable and socially responsible way in professional life.		The student is aware of and understands the need to behave in an ethical, sustainable and socially responsible manner in their professional life.		[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work		

Subject contents	1. introduction to the principles of public relations 2. presentation of communication tools 3. introduction to different forms of contact with journalists 4. presentation of the principles of promotion 5. training skills of managing a crisis situation 6. developing public speaking skills 7. developing group work skills 8. developing project management skills 9. accessibility in cultural promotion 10. digital aspects of working in cultural marketing 11. creating applied texts 12. creating occasional graphics 13. handling social media		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	group assessment	90.0%	30.0%
	attendance and active participation in classes	80.0%	70.0%
Recommended reading	Basic literature 		
		Krystyna Wojcik, Public Relations. Wiarygodny dialog z otoczeniem, Wydawnictwo Placet, Warszawa 2009. Wojciech Budzyński, Public Relations. Strategia i nowe techniki kreowania wizerunku, Wydawnictwo Poltex, Warszawa 2008. Łukasz Wróblewski, Strategie marketingowe w instytucjach kultury, Warszawa 2012. Koncepcje zarządzania i marketingu w sferze kultury, Joanna Łodziana-Grabowska, Jan W. Wiktor (red.), CdDeWu, Warszawa 2014. Milena Dragičević, Branimir Stojković, Kultura: zarządzanie, animacja, marketing, Narodowe Centrum Kultury 2013.	

	Supplementary literature	Mateusz Lewandowski, Innowacje w zarządzaniu instytucjami kultury, Katowice 2011. Krystyna Mazurek-Lopacińska, Magdalena Sobocińska, Stosowanie marketingu w instytucjach kultury w: Marketing i rynek, nr 3, 2009, s. 19-26. Barbara Jedlewska, Marketing w działalności podmiotów kultury aktualne wyzwania, problemy i doświadczenia w: Zarządzanie w kulturze, tom 7, Uniwersytet Jagielloński, Kraków 2006 (http://www.ejournals.eu/Zarzadzanie-w-Kulturze/2006/7-2006/art/4373/). Magdalena Sobocińska, Zachowania nabywców na rynku dóbr i usług kultury, Warszawa 2008. Tomasz Bonek, Biznes na Facebooku i nie tylko. Praktyczny poradnik o promocji w mediach społecznościowych, Wydawnictwo Wolters Kluwer, Warszawa 2013.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	1. introduction to the principles of public relations 2. presentation of communication tools 3. introduction to different forms of contact with journalists 4. presentation of the principles of promotion 5. training skills of managing a crisis situation 6. developing public speaking skills 7. developing group work skills 8. developing project management skills 9. accessibility in cultural promotion 10. digital aspects of working in cultural marketing 11. creating applied texts 12. creating occasional graphics 13. handling social media	
Work placement	Not applicable	

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