

Subject card

Subject name and code	Political Marketing, PG_00149165						
Field of study	Political Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			3.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jarosław Och				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		0.0		50.0	80
Subject objectives	.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_W13] Has advanced knowledge of the mass media and their role in society.	.	[SW1] oral statement/ conversation/discussion
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.	.	[SU5] implementation of a problem task
	[POLL3_K07] Has a need to supplement, expand and improve acquired knowledge and skills.	.	[SK6] demonstration of practical skills
	[POLL3_K08] Thanks to the awareness of the existing relationships between politics and historical, economic, social and cultural phenomena and processes is ready to critically evaluate them.	.	[SK1] oral statement/conversation/ discussion
	[POLL3_K02] Is prepared to participate in building institutionalized forms of civic activity, including acting as a leader.	.	[SK6] demonstration of practical skills
	[POLL3_K01] Is prepared to participate in public life and in teams implementing social, political and civic projects at various levels of participation, and uses the acquired knowledge, skills and competencies to act in an entrepreneurial manner.	.	[SK6] demonstration of practical skills
	[POLL3_W01] Possesses ordered and systematized knowledge of political sciences and their subdisciplines, as well as their mutual relations. Knows basic terminology in the field of political science and related fields.	.	[SW1] oral statement/ conversation/discussion
	[POLL3_K06] Is ready to recognize and respect different points of view determined by different political, cultural and social backgrounds.	.	[SK1] oral statement/conversation/ discussion
	[POLL3_W14] Has extended knowledge of the political organization of societies, transformation processes and relations and bonds at the local, regional and global levels in the scope of the selected module (specialization).	.	[SW1] oral statement/ conversation/discussion
	[POLL3_W02] Has structured and detailed knowledge of a selected module (specialization) in the field of political science.	.	[SW5] implementation of a problem task
	[POLL3_K05] Recognises the need to maintain an appropriate ethical attitude in professional work and public activities.	.	[SK6] demonstration of practical skills
	[POLL3_U05] Can determine the mechanisms of functioning of political organisations, including planning and organising the work of oneself and the team, preparing social, political, economic and civic projects (including those involving cooperation with other people), taking into account legal and political aspects in the field of social sciences politics, independently supplementing knowledge and obtaining information, using various sources and technological possibilities.	.	[SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[POLL3_K04] Is prepared to work in public organisations and institutions, including public administration bodies, political parties and other national and international organisations.	.	[SK5] implementation of a problem task
	[POLL3_W07] Has advanced knowledge of the state, politics and law, as well as the principles of functioning of political systems in the Polish, European and global dimensions.	.	[SW4] test/exam - oral or written
	[POLL3_W09] Has advanced knowledge of the main trends and doctrines of political thought.	.	[SW1] oral statement/ conversation/discussion
	[POLL3_W08] Has advanced knowledge about democracy, civil society, political culture and the essence of public discourse in historical and contemporary terms.	.	[SW5] implementation of a problem task
	[POLL3_W15] Has advanced knowledge of important structures, processes and phenomena related to the history of Poland, Europe, and the world.	.	[SW3] text preparation/written work
	[POLL3_W06] Has advanced knowledge of political, cultural, economic, legal and ethical structures, their origins and changes.	.	[SW1] oral statement/ conversation/discussion
	[POLL3_W04] Has advanced knowledge of the role and importance of political and social participation of an individual in the functioning of political entities.	.	[SW5] implementation of a problem task
Subject contents	.		
Prerequisites and co-requisites	.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	.	51.0%	70.0%
	.	60.0%	30.0%
Recommended reading	Basic literature	.	
	Supplementary literature	.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	..		
Work placement	Not applicable		

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