

Subject card

Subject name and code	Culture Marketing, PG_00150230						
Field of study	Russian Philology						
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 Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Russian Polish and Russian		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		28.0	50
Subject objectives	The aim of the classes is to provide students with knowledge of cultural marketing, its principles, types, current trends and instruments used. Students will acquire knowledge and skills in the methods of applying marketing and formulating and implementing a marketing strategy. Workshop classes using active forms of teaching (case studies, decision-making games, etc.) will prepare students to perform real tasks related to work in the marketing industry.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSL3_W11] The graduate has basic contextual knowledge of auxiliary and related fields relevant to Russian philology, which support research on the Russian language and literature, as well as the professional development of a Russian language specialist.	Has knowledge of the connections between marketing, social communication and cultural sciences.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[FROSL3_U06] The graduate is able to present the results of their work in Polish and Russian in a clear, systematic, and well-thought-out manner, using various modern methods and techniques.	It presents the results of individual and team work in a transparent and well-thought-out form using a variety of modern methods and techniques.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[FROSL3_K03] The graduate is prepared to engage in social and professional life, including initiating and co-organizing activities for the benefit of the community, using their skills in the Russian language as well as their linguistic and literary knowledge	Is prepared to actively participate in organizations and institutions that carry out activities to promote culture.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[FROSL3_U10] The graduate is able to plan individual and/or team work, taking on various roles within the group.	Able to work in a team, demonstrating various interpersonal skills and social competences, including communication skills and the ability to cope in various situations related to marketing activities.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
Subject contents	Marketing and its areas of application in culture. Financing cultural institutions - an overview of available sources of financing for cultural projects. Sponsorship in the cultural sector: forms of sponsorship, rules for creating sponsorship offers, methods of selecting a sponsor taking into account the institution's operating profile and the type of project being implemented, initiating contacts, cooperation with sponsors. Public Relations for cultural institutions: introduction to PR issues, image and identity of the organization, external and internal communication as two levels of PR. Cooperation with the local community in organizing and promoting cultural activities. Using the services of art agencies, promotional and advertising companies. Typology of buyers on the cultural market: customers, donors, curators, audience, society. Criteria for segmenting the cultural market according to the motives for cultural participation. Definition of a cultural product and its components. Features of a cultural product, cultural product as a service. Shaping the cultural product policy: service offer, product range, making decisions about introducing and withdrawing the product. Distribution as a way of placing finished products on the market and offering them for sale. The scope of application of advertising, publicity and complementary promotion in activities on the culture and art market. Development of a promotion strategy taking into account factors related to consumer requirements, demand strategy, promotion, distribution and price.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project carried out in a group	51.0%	50.0%
	active participation in classes	51.0%	10.0%
	tasks carried out during the semester	51.0%	40.0%
Recommended reading	Basic literature	A. Niemczyk, Marketing w sferze kultury. Wybrane problemy, Kraków 2007. Z. Knecht, Marketing w zarządzaniu instytucją kultury, Warszawa 1992.	
	Supplementary literature	Marketing w działalności instytucji i jednostek upowszechniania kultury, red. Z. Knecht i A. Styś, Warszawa 1990. Media w Polsce w XX wieku: prasa, radio, telewizja, reklama, public relations, badania rynku, red. R. Gluza, Poznań 1999. W. Budzyński, Public relations. Zarządzanie reputacją firmy, Warszawa 1997. B. Nierenberg, Reklama jako element procesu komunikacji rynkowej, Opole 2004. J. Bralczyk, Język na sprzedaż, Gdańsk 2004.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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