

Subject card

Subject name and code	Introduction to film distribution and promotion, PG_00166257						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	practical		Assessment form				
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jakub Maj				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		1.0		34.0	50
Subject objectives	The student knows the distribution system and has knowledge about the cinema system in Poland and the interdependencies between the sphere of distribution and exploitation. Knows the basic normative acts concerning this activity; is able to characterize the process of digitalization of distribution and cinemas; knows the methods of film promotion, is able to develop basic promotional activities of a television and film production company.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_K08] He/she is aware of dilemmas related to their profession and can resolve them.	The student knows the principles of managing a team involved in film distribution.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.	The student describes the global, regional and local media system, with particular emphasis on institutions involved in film production, distribution, promotion and exploitation of films.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAL3_W07] He/she has advanced knowledge of the goals, organization and functioning of film institutions.	The student knows the principles of operation of the Polish Film Institute and its operational programs	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[WOFKAL3_U03] He/she is able to independently acquire and develop professional skills in the area of filmmaking and film production organization.	The student is able to independently acquire and develop professional skills in the field of film production organization, distribution and promotion of films.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[WOFKAL3_W08] He/she has advanced knowledge of copyright law and normative acts regulating the activities of film and media institutions, as well as systematic knowledge of the economic conditions of their functioning.	The student knows the basic legal acts regulating the functioning of Polish cinema	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAL3_K03] He/she has the ability to work in a team as part of joint projects and activities, both organizational and artistic.	The student is prepared to work in a team in the field of film promotion and distribution in relation to independent cinema and student short films.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[WOFKAL3_K10] Understands the need to participate in cultural life, especially in the film community, and to encourage others to come into contact with film culture.	The student understands the need to participate in cultural life, especially in the film environment, and to encourage others to have contact with film culture.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAL3_K06] He/she undertakes and performs practical tasks independently, showing activity and perseverance in achieving the intended goal, as well as taking responsibility for the consequences of the actions taken.	The student is involved in activities related to the promotion and distribution of independent films and student short films.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAL3_K05] He/she can determine priorities for the implementation of a practical task, set by themselves or by team members.	The student is able to prepare a schematic distribution plan for an independent film and a short film.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
Subject contents	Polish film distributor market (major and indies). Film market structure. Basic fields of film distribution and producer income sources. Polish distributors. Sales agent. Cinema market in Poland. DVD distribution. Basic tools for film promotion in Poland and abroad. Basic methods of reception research. Box office.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	systematic preparation (oral and written) of issues indicated by the lecturer	60.0%	20.0%
	attendance at classes and active participation in them	60.0%	20.0%
	a project of activities in the field of film production, distribution, exploitation and promotion	60.0%	60.0%

Recommended reading	Basic literature	K. Zarębski, Czas zmian filmowej dystrybucji. Alternatywni, Kino 2012, nr 7/8. D. Doliński, Psychologiczne mechanizmy reklamy, Gdańsk 2003. Wiedza o reklamie. Od pomysłu do efektu, Bielsko-Biała 2009. O. Salwa, Jak dobrze sprzedać film, Magazyn Filmowy SFP, 2011, nr 16. K. Kucharski, S. Salomon, Kino Plus 2: Film i dystrybucja filmowa w Polsce 20012003, Toruń 2005.
	Supplementary literature	E. Gębicka, Między państwowym mecenatem a rynkiem. Polska kinematografia w kontekście transformacji ustrojowej, Katowice 2006. G. Kaszycka, Więcej niż kino, FilmPRO 2013, nr 2. A. Wróblewska, Kina jak marzenie, Kino 2013, nr 7/8.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Activities of Polish film distributors (e.g. Kino Świat, Aurora Films, M2 Films) Box office analysis of selected films	
Work placement	Not applicable	

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