

Subject card

Subject name and code	Popularization projects, PG_00168284						
Field of study	History						
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 Subject group related to scientific research 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			credit	
Conducting unit	Division of Didactic History -> Institute of History -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wacław Kulczykowski				
	Teachers						
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		45.0	77
Subject objectives	Developing students' skills related to writing grant applications, obtaining funds for the implementation of their own popularization projects and settling them. Familiarizing students with the basics of marketing, including marketing tools and advertising activities useful in implementing science popularization projects. Developing students' skills in building marketing strategies, project promotion and commercialization of project results. To familiarize students with ethical considerations related to the implementation of science popularization projects						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[HISTL3_U08] Is able to plan and organise his/her work effectively, independently acquiring and consolidating knowledge in a structured and systematic manner	Is able to plan and organize his work effectively, independently acquiring and consolidating knowledge orderly and systematic	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[HISTL3_W10] Knows and understands the fundamental dilemmas of modern civilisation and recognises the relationships and dependencies between the past and current events also in terms of the dissemination of historical knowledge	Knows and understands the relationships and dependencies between the past and current events, especially in the aspect of disseminating historical knowledge	[SW1] oral statement/conversation/discussion
	[HISTL3_U07] Is able to plan and organise individual work and interact with others in teamwork	Is able to plan and organize individual work and cooperate with other people as part of team work	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[HISTL3_W11] Knows and understands the basic economic, legal, ethical and other conditions of various professional activities related to history including the basic concepts and principles of industrial property protection and copyright law	Knows and understands the ethical conditions of activities related to the popularization of historical knowledge	[SW1] oral statement/conversation/discussion
	[HISTL3_U03] Is able to communicate with the public using specialist terminology specific to historical and related sciences	Is able to communicate on historical topics using professional historical terminology, adapting the form and level of expression to the group of recipients of the message	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[HISTL3_U02] Is able to correctly select and use appropriate methods and tools appropriate to the work of a historian (including advanced information and communication techniques)	Is able to correctly select and use appropriate tools to popularize history, including advanced information and communication techniques	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[HISTL3_K03] Is ready to fulfil social obligations, co-organise activities for the benefit of the social environment in the field of education and promotion of the historical and cultural heritage of Poland, its region and Europe	Is ready to responsibly fulfill social obligations in the field of popularizing historical knowledge and promoting the cultural heritage of Pomerania, Poland and Europe	[SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[HISTL3_K04] Is ready to initiate public interest activities in the protection and promotion of historical heritage at local and regional level	He is ready to initiate activities to protect and promote historical and cultural heritage	[SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
Subject contents	Workshop exercises: ways of obtaining financial resources for the implementation of a science dissemination project and their settlement; the issue of content marketing; the most important marketing activities useful in the implementation of a science popularization project (including advertising, public relations, commercialization of results); the importance of building project teams and establishing networks of contacts when implementing your own project; team preparation of a project popularizing historical knowledge based on knowledge and skills acquired within the entire specialization.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Team preparation of a project popularizing historical knowledge	50.0%	70.0%
	Activity in classes	50.0%	30.0%

Recommended reading	Basic literature	Cyfrowy archeolog. Podręcznik promocji archeologii w nowych mediach, pod red. S. Zdziebłowskiego, Poznań 2014. Osica N., Niedzicki W., Sztuka promocji nauki, Warszawa 2017. Popularyzacja nauk historycznych teoria i praktyka. Zbiór studiów, red. D. Gołaszewska-Rusinowska, M. Mielewska, T. Sińczak Toruń 2018. Promosaurus. Poradnik promocji nauki, pod red. P. Żabickiego, E. Giżyckiej, Kraków 2013. Przewodnik Content Marketingu, http://iab.org.pl/badania-i-publikacje/przewodnik-content-marketingu/, 23.04.2020. Stawarz B., Content Marketing i Social Media, Warszawa 2017. Jak napisać wniosek o finansowanie badań naukowych, http://rmn.org.pl/images/PORADNIK%20RMN.pdf, 23.04.2020. Jak poprawić swoją atrakcyjność w oczach biznesu? Poradnik Naukowca cz. 1, https://bobn.po.opole.pl/images/Przewodniki_i_poradniki/Poradnik_Naukowca_cz_I.pdf, 23.04.2020. Jak zwiększyć skuteczność aplikowania o środki, Poradnik Naukowca cz. 2, https://bobn.po.opole.pl/images/Przewodniki_i_poradniki/Poradnik_Naukowca_cz_II.pdf, 23.04.2020. Janus T., Wnioski grantowe bez tajemnic, https://bobn.po.opole.pl/images/przewodniki/wnioski_grantowe_bez_tajemnic.pdf, 23.04.2020. Jędrak G., Jak wykorzystać content marketing w kulturze i edukacji? Poradnik, https://wniedoczasy.pl/marketing/content-marketing-w-kulturze-i-edukacji/, 23.04.2020. Starzec A., Popularyzacja nauki w internecie, Stylistyka, t. 20, 2011, s. 175-191
	Supplementary literature	Historia w przestrzeni publicznej, red. J. Wojdon, Warszawa 2019. Solska E., Historia w kulturze współczesnej, Lublin 2011. Stączek M., Storytelling, Warszawa 2014. Wilkowski M., Wprowadzenie do historii cyfrowej, Gdańsk 2013
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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