

Subject card

Subject name and code	Promotion in culture, PG_00130851						
Field of study	Cultural 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 Optional subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Leila Słodowicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	8.0	0.0	38
	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	38		2.0		35.0	75
Subject objectives	Practical familiarization of students with the principles of public relations and promotion in the field of culture, presentation of tools and principles of effective communication, acquaintance with various forms of contact with journalists, improvement of presentation and self-presentation skills, presentation of promotion methods and strategies, and development of crisis management skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_W08] Student is aware of contemporary global issues, cultural and artistic life, as well as the functioning of cultural institutions in the Pomerania region. They are acquainted with legal, economic, ethical, and other conditions of various cultural studies professional activities.	The student is familiar with the specifics of promotion and the functioning of cultural initiatives. They have knowledge about the legal aspects of promotional activities. They plan their own projects.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.	The student prepares oral presentations by participating in press conference simulations and improves their self-presentation skills.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[KULL3_U06] Student prepares written papers in Polish and a chosen foreign language on issues related to culture and art, based on various sources and current literature in the field.	The student improves writing skills by creating promotional texts, press releases, and statements for the media.	[SU3] text preparation/written work [SU6] demonstration of practical skills
	[KULL3_K05] Student actively participates in cultural and artistic life.	The student participates in and analyses cultural events.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[KULL3_K04] Student is aware of the responsibility for preserving cultural and artistic heritage.	The student has knowledge regarding the promotion of cultural activities aimed at preserving and popularizing cultural and artistic heritage	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student correctly identifies and resolves issues related to the profession of cultural studies - a specialist in the field of cultural animation.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	Practical introduction to promotion methods in the cultural sector, including tasks and issues related to public relations work, developing materials (promotional texts, press releases, statements for the media), planning slogans, image, and promotional campaign strategies. Familiarization with basic legal norms concerning promotion. Crisis management strategies. Working on students' own animation projects developing a complete promotional strategy for a specific undertaking. Workshop exercises developing skills such as public speaking (e.g., press conference simulations) and creating various written forms.		
	Prerequisites and co-requisites		
	Selection of the specialization		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation and tasks during classes	51.0%	50.0%
	final assignment (project)	51.0%	50.0%

Recommended reading	Basic literature	Barlik, <i>Doskonałe public relations. Teorie, kontrowersje, debaty</i>, Warszawa 2021. Wójcik, <i>Public Relations. Wiarygodny dialog z otoczeniem</i>, Wydawnictwo Placet, Warszawa 2009. Budzyński, <i>Public Relations. Strategia i nowe techniki kreowania wizerunku</i>, Wydawnictwo Poltex, Warszawa 2008. Wróblewski, <i>Strategie marketingowe w instytucjach kultury</i>, Warszawa 2012. Łodziana-Grabowska, Wiktor (red.), <i>Koncepcje zarządzania i marketingu w sferze kultury</i>, CeDeWu, Warszawa 2014. Wolański, <i>Edycja tekstów: Praktyczny poradnik: książka, prasa, www</i>, Wydawnictwo Naukowe PWN, 2008.
	Supplementary literature	Lewandowski, <i>Innowacje w zarządzaniu instytucjami kultury</i> Katowice 2011 Mazurek-Łopacińska, Sobocińska, <i>Stosowanie marketingu w instytucjach kultury w: Marketing i rynek</i>, nr 3, 2009, s. 19-26. Jedlewska, <i>Marketing w działalności podmiotów kultury aktualne wyzwania, problemy i doświadczenia w: Zarządzanie w kulturze</i>, tom 7, Uniwersytet Jagielloński, Kraków 2006 Sobocińska, <i>Zachowania nabywców na rynku dóbr i usług kultury</i>, Warszawa 2008. Bonek, <i>Biznes na Facebooku i nie tylko. Praktyczny poradnik o promocji w mediach społecznościowych</i>, Wydawnictwo Wolters Kluwer, Warszawa 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Planning a promotional strategy for a cultural event, preparing PR texts, simulating a press conference, managing a simulated image crisis	
Work placement	Not applicable	

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