

Subject card

Subject name and code	Managing the image of a cultural institution, PG_00146225						
Field of study	Management and Communications in Performing Arts						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study 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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of Drama, Theatre and Performance -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		59.0	75
Subject objectives	the aim of the course is to familiarize students with the essence, conditions, and basic tools for shaping and managing the image of an organization, taking into account the specifics of cultural institutions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZKWSSMU2_K08] Is aware of supplementing and expanding the acquired knowledge and skills, tries to interdisciplinarily combine knowledge from various fields and disciplines of science, and is aware of a critical assessment of the acquired knowledge and received content.	Is aware of supplementing and expanding acquired knowledge in the field of image creation, combining knowledge of marketing, communication, and knowledge of art.	[SK2] presentation/project/paper/report
	[ZKWSSMU2_K07] Is aware and understands the need to behave in an ethical, sustainable and socially responsible way in professional life.	Is aware of and understands the need to behave in the process of social communication and creating the image of a cultural and art institution	[SK2] presentation/project/paper/report
	[ZKWSSMU2_U06] Is able to correctly interpret the socio-economic phenomena of the organization, current events in economic policy and economics, as well as independently plan and implement lifelong learning and guide others in the management of the organization.	Is able to correctly interpret phenomena influencing the image of organizations and institutions of culture and art	[SU2] presentation/project/paper/report
	[ZKWSSMU2_U07] Is able to apply the acquired knowledge in the field of management and quality sciences in professional practice, manage the work of a team and properly cooperate with other people as part of team work and take a leading role in teams.	Is able to apply acquired knowledge in the field of creating the image of cultural and art institutions in professional practice, as well as manage team work and cooperate correctly with other people in team work and take a leading role in teams.	[SU2] presentation/project/paper/report
	[ZKWSSMU2_W02] Has in-depth knowledge of the connections between management and quality sciences with various areas of the humanities and is aware of the problems and research opportunities arising from the connection of these areas. Has extended knowledge in the field of social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their relationship with other social sciences.	Has in-depth knowledge of the connections between marketing and communication science and the humanities, and is aware of the problems and research opportunities resulting from the connections between these areas. Has extensive knowledge of the social sciences, with particular emphasis on image creation and social communication, including PR.	[SW2] presentation/project/paper/report
	[ZKWSSMU2_U10] Correctly uses terminology from the field of economic sciences, especially from the discipline of management sciences, and expresses his point of view clearly and communicatively.	Correctly uses terminology related to creating the image of the institution and expresses his/her point of view clearly and communicatively.	[SU2] presentation/project/paper/report
	[ZKWSSMU2_W08] Has extended knowledge of the enterprise's environment, its factors and changes taking place in this area, as well as the relationships, importance and impact of the environment and stakeholders on the functioning of the enterprise. Has extensive knowledge of tools for diagnosing macro- and micro-environment.	Has extensive knowledge of the environment of cultural and art institutions, the changes taking place in this area, as well as the relationships, importance and influence of the environment and stakeholders on the functioning of cultural and art institutions	[SW2] presentation/project/paper/report
Subject contents	• Basic concepts related to the management of the organization's image: image, identity, reputation. • Image creation process. • Image management models • Tools for creating an image of institutions • Integrated marketing communication of the institution • Marek of institutions. Brand Book of the Institution • Comprehensive visual identification of the institution		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	50.0%	90.0%
	attendance	80.0%	10.0%
Recommended reading	Basic literature	E. Kocój, Szulborska-Łukaszewicz, J., Kędziora, A., Zarządzanie w sektorze kultury: między teorią a praktyką, Wydawnictwo Uniwersytetu Jagiellońskiego. 2019 K. Wojcik, Public relations. Wiarygodny dialog z otoczeniem, Placet, Warszawa, 2009. - W.Dryl, T. Dryl, U. Kęprowska, Nowe 4P marketingu, Cedewu Warszawa 2023. M. Bronowicz, Komunikacja wizerunkowa. PR, reklama, branding, 2015. I. Gałązkiewicz, Art Branding 2., OnePress, Warszawa 2023.	
	Supplementary literature	- Wróblewski Ł., (2019), Rola i znaczenie aktywności online użytkowników mediów społecznościowych w kształtowaniu wizerunku instytucji kultury, Zarządzanie w Kulturze, Tom 20, Numer 2, s. 221-239. - Rytko-Kurpiewska A., Łosiewicz M., (2019), Wybrane aspekty kształtowania wizerunku samorządowych instytucji kultury w Gdańsku. Zarządzanie w Kulturze, Tom 20 Numer 2, s. 241-256. - Baczyńska-Hryhorowicz A., (2021), Wykorzystanie barw w kształtowaniu wizerunku instytucji kultury, Załącznik Kulturoznawczy, nr 8/2021, s. 449-472	
	eResources addresses		
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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