

Subject card

Subject name and code	Political Marketing, PG_00172420						
Field of study	International Economic Relations						
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		
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		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	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		5.0		5.0	25
Subject objectives	The aim of the course is to familiarize students with the concepts and tools used in political marketing.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence		The student is able to propose political marketing actions in the context of changing conditions, utilizing, among other things, creative thinking. If he has any doubts, he discusses them during consultations		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)		The student has knowledge of the rules and standards (legal and ethical) related to political marketing.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law		The student understands the basic concepts and principles related to intellectual property protection and copyright law in the context of activities undertaken within political marketing.		[SW1] oral statement/conversation/discussion		
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes		The student identifies, analyzes, and critically evaluates the connections within political marketing that occur between various actors on the "political market."		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		

Subject contents	1. Political Marketing and Commercial Marketing Differences and Similarities 2. The History of Political Marketing USA 3. Voter Behavior and Electoral Systems 4. Election Polls 5. Candidate Image 6. Media in Political Marketing 7. Case Study Election Campaigns		
Prerequisites and co-requisites	marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	0.0%	20.0%
	project	51.0%	80.0%
Recommended reading	Basic literature	Mazur, M., (2007). Marketing polityczny. Studium porównawcze. Wydawnictwo Naukowe PWE Dobek-Ostrowska, B., (2009) Porozumienie czy konflikt? Polityce, media i obywatele w komunikowaniu politycznym. Propaganda i PR w polityce. Kampanie wyborcze. Marketing i reklama polityczna, PWN	
	Supplementary literature	Dobek-Ostrowska, B., (2006), Komunikowanie polityczne i publiczne, Wydawnictwo Naukowe PWN Garlicki, J., i inni, I. I. (2012). Marketing polityczny i komunikowanie polityczne. Nowe zjawiska, nowe wyzwania. Studia Politologiczne, 24.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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