

Subject card

Subject name and code	Institution and Brand Management on the Culture Market, PG_00166825						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	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		9.0	25
Subject objectives	Students learn the mechanisms and strategies for managing institutions and brands in the cultural market. They gain knowledge of the cultural market in Poland and the fundamental economic mechanisms that drive it.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[PFAL3_W12] He/she knows the basics of management necessary to run an audiovisual production business		Knows the management basics necessary to manage an institution or brand in the cultural market.		[SW2] presentation/project/paper/report		
	[PFAL3_U07] Can run a company on the audiovisual market.		Can run a company or institution on the audiovisual market.		[SU2] presentation/project/paper/report		
	[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.		Has the ability to assess the value of an audiovisual project from a commercial point of view.		[SU2] presentation/project/paper/report [SU5] implementation of a problem task		
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.		Is prepared to manage a cultural institution.		[SK2] presentation/project/paper/report		
Subject contents	The Cultural Market in Poland. Institutional Management: Institutional Structure; Institutional Administration and Management; Goals and Mission; Private and Public Sector; Financing of Institutional Activities (Domestic and International Funds). Brand Management: Brand Structure; Psychological, Social, and Economic Aspects of Brands; Brand Management Processes; Brand Creation; Brand Marketing Strategies.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	summative assessment		51.0%		70.0%		
	active participation in classes		80.0%		30.0%		

Recommended reading	Basic literature	M. Sobocińska, Buyer behavior in the cultural goods and services market, PWE 2008. R. Towse, Cultural Economics: A Compendium, Warszawa 2011. R. Barański, R. Skrzypiec, E. Ostapowicz, J. Kos-Łabędowicz, S. Liżewski, Managing a cultural institution, Warszawa 2015. K. L. Keller, Strategic brand management. Building, measuring, and managing brand equity., Warszawa 2011. Harvard Business Review. Brand management (2006).
	Supplementary literature	From cultural industries to the creative economy, red. A. Gwóźdź, Warszawa 2010.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Managing an institution operating in the audiovisual market. The functioning of the cultural market in Poland. The goals and mission of the institution in the Polish cultural market.	
Work placement	Not applicable	

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