

Subject card

Subject name and code	Event distribution, PG_00166945						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2028/2029	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation	
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	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	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		9.0	25
Subject objectives	Students will gain knowledge of alternative forms of film distribution related to event organization and the distribution of films in a limited format, primarily based on event screenings. They will also learn event marketing techniques and be able to apply them in the field of audiovisual production and distribution.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[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 take an active part in the activities of institutions, organizations and social groups involved in the distribution and organization of events.			[SK2] presentation/project/paper/report	
	[PFAL3_W10] He/she has knowledge about selling the effect of audiovisual production.		Possesses knowledge of film or other film format sales in the field of event distribution.			[SW2] presentation/project/paper/report	
	[PFAL3_W01] He/she knows the media market in the world and in Poland and understands the principles of its functioning.		Knows the principles of operation of the media market in the context of event distribution.			[SW2] presentation/project/paper/report	
	[PFAL3_U12] He/she can assess effectiveness, prepare a distribution action plan for audiovisual production and implement them.		Is able to prepare a distribution plan for event distribution and assess the effectiveness of such a plan.			[SU5] implementation of a problem task	
Subject contents	Running an event agency; supporting film promotion through events; types of events; event spaces; incentive agencies; event departments in advertising agencies; event organization; event budget; event techniques; event scenarios.						
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	Jakub B. Bączek, Event Psychology: Poland's First Practical Psychology Handbook for the Event Industry, Stageman 2011. P. Zieliński, About Events: A Practical Guide to the World of Parties and Events (ebook).	
	Supplementary literature	Event Marketing as a new form of organizing communication processes, red. A. Grzegorzczuk, WSP 2009.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Event distribution methods in Poland and Europe. Preparing audiovisual productions for event distribution. Organizing special screenings.		
Work placement	Not applicable		

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