

Subject card

Subject name and code	The work of sales agents, PG_00166944						
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	10.0	0.0	0.0	0.0	10
	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	10		1.0		14.0	25
Subject objectives	Students gain knowledge about the activities of sales agents. They can distinguish between the specifics of an agent's profession and that of a distributor. They learn and understand the principles by which films earn money.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.		Possesses the ability to identify sources of financing for audiovisual production and effectively seek financing in cooperation with sales agents.			[SU5] implementation of a problem task	
	[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.		Possesses the ability to assess the value of an audiovisual project from the point of view of a sales agent.			[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 take an active part in the activities of institutions, organizations and social groups involved in the sale of films.			[SK2] presentation/project/paper/report	
	[PFAL3_W06] He/she knows the sources and principles of financing audiovisual production.		Knows the principles of cooperation with sales agents.			[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.		He knows the media market globally and in Poland and understands the principles of its operation in the context of the activities of intermediaries such as sales agents.			[SW2] presentation/project/paper/report	
Subject contents	Sales agent and distributor; activities of sales agents in the film market; territorial sales of film distribution rights; marketing strategies of sales agents; examples of sales agents operating in Poland and abroad. The economic cycle of film sales.						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	80.0%	30.0%
	summative assessment	51.0%	70.0%
Recommended reading	Basic literature	Sh. Badal, Swimming Upstream: A Lifesaving Guide to Short Film Distribution, Focal Press 2008. V. Crisp, Film Distribution in the Digital Age: Pirates and Professionals, Palgrave Macmillan 2014.	
	Supplementary literature	Adamczak M., Film distribution in the internet age, Magazyn Filmowy SFP, 50/2015. Adamczak M., In the Shadow of the Bomb: About Film Distribution, (dostęp on-line)	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	A discussion of how sales agents operate. A discussion of the principles of operation of the international film market, of which sales agents are an important part. A discussion of selling points and comparison titles.	
Work placement	Not applicable		

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