

Subject card

Subject name and code	Advertising Technology, PG_00149643						
Field of study	Russian Studies						
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 Optional subject group 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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	The aim of the classes is to provide students with basic knowledge in the field of advertising activities and to develop the ability to think creatively and construct an advertising campaign.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_U13] It presents the results of its work in Polish and Russian in a clear, structured and well-thought-out form using a variety of modern methods and techniques, adapted to the relevant field of study.	Has the ability to create typical written works and clear, well-thought-out presentations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ROSL3_W07] Has detailed knowledge in the field of media science, social communication, political science, oriented towards practical application in the selected sphere of cultural, media activity, especially in the field of international cooperation related to the area of Polish and Russian language.	Knows the characteristics of individual media. Knows the principles of effective advertising management (planning, organizing, leading and controlling). Knows and understands methods of analyzing advertising campaigns.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ROSL3_K05] Recognises and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles.	Notifies and formulates moral problems and ethical dilemmas related to the world of advertising.	[SK5] implementation of a problem task
	[ROSL3_U11] Defines, explains and applies correctly orally and in writing basic issues specific to the humanities and political sciences, media sciences and economics in working on selected topics in Polish and Russian. media sciences, law and economics in working on selected topics in Polish and Russian.	Has the ability to substantively argue.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ROSL3_U03] Be able to process research findings and make a presentation in a manner consistent with the principles of the field and discipline.	Is able to recognize various advertisements, as well as conduct their critical analysis and interpretation in order to determine their meanings, communication effectiveness, cultural differences and social impact.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ROSL3_W08] Has a detailed knowledge of the interrelationship of cultural and religious studies, social communication and media studies, economics and finance, linguistics and history with political and administrative sciences, legal sciences, socio-economic geography and philosophy.	Knows basic terminology in the field of marketing, advertising and public discourse. Has structured knowledge in the field of marketing, advertising and marketing communication, oriented towards practical application on the domestic and international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ROSL3_U18] Able to work in a group, taking on different roles within it.	Has the ability to create clear, well-thought-out presentations, including group presentations, using modern methods and techniques as well as advertising terminology.	[SU5] implementation of a problem task
	[ROSL3_U04] He/she is able to acquire knowledge and develop his/her research skills independently and under the guidance of a supervisor, using sources in Polish and Russian.	Is able to conduct marketing research, develop its results and present the conclusions appropriately.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ROSL3_K03] Appropriately sets priorities to achieve a task defined by him/herself or others.	Is able to properly determine priorities for carrying out tasks related to advertising activities.	[SK5] implementation of a problem task
Subject contents	The essence and functions of advertising - historical outline, definitions of advertising, the importance of advertising. Advertising activity planning - brand planning, targeted marketing. Advertising management advertising agencies, media houses, advertising activities of advertisers. Media strategies television, radio, press, outdoor advertising, interactive advertising, Internet, sales promotion. The process of creating advertisements - marketing research, creating an advertisement, concept (words, images, printing art), creating a strong brand. Advertising language - linguistic determinants of advertising, structure of advertising message, intertextuality of advertising, cultural stereotypes, language games, genre syncretism, advertising and other public discourses, advertising in the perspective of the ethics of words. Television advertising - creating a script, production schedule, advertising production, analysis of advertising production costs. Radio advertising - the nature of radio, creating advertising, radio advertising scripts, music advertising, methods of broadcasting radio advertising. Press advertising. Trademark and packaging. International advertising. Analysis of full advertising campaigns case study.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium on program content	51.0%	30.0%
	group project – conceptual implementation of a full advertising campaign	51.0%	50.0%
	partial grades obtained during the semester for works assigned by the teacher	51.0%	20.0%
Recommended reading	Basic literature	• Albin K., Reklama. Przekaz, odbiór, interpretacja, Warszawa 2002. • Caples J., Skuteczna reklama, Kraków 2001. • Carpenter P., E-brands. Kreowanie marki w Internecie, Warszawa 2001. • Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Warszawa 2001. • Dębski M., Kreowanie silnej marki, Warszawa 2008. • Goban-Klas T. Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999. • Kall J., Reklama, 2000. • Kochan M. Slogany w reklamie i polityce, Warszawa 2002. • Murdoch A., Kreatywność w reklamie, Warszawa 2005. • Albin K., Reklama w telewizji, Warszawa 2002. • Bralczyk J. Język na sprzedaż, Gdańsk 2004. • Giedz-Topolewska T. Językowe wyznaczniki pragmatyki współczesnych rosyjskich tekstów reklamowych, Lublin 2005. • Kall J., Jak zbudować silną markę od podstaw, Gliwice 2006. • Marconi J., Marketing marki, Warszawa 2002.	
	Supplementary literature	• Altkorn J., Strategia marki, Warszawa 2001. • Bueno B.J., Ragas M., Potęga kultowej marki. W jaki sposób dziewięć wyjątkowych marek zmieniło swoich klientów w wiernych fanów, Gliwice 2007. • Język w mediach masowych, red. J. Bralczyk, T. Mosiołek-Kłosińska, Warszawa 2000. • Skowronek K. Reklama. Studium pragmatyngwistyczne, Kraków 1993.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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