

Subject card

Subject name and code	Copywriting - SEO, PG_00145358						
Field of study	Creative Writing						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Mariusz Kraska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		43.0	75
Subject objectives	The aim of the course is to prepare students for the profession of a copywriter, taking into account the optimization of content published on the Internet (Search Engine Optimization). Participants of the course will get acquainted with the specifics of preparing web texts along with their adaptation to the requirements of search engines and positioning rules.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SKPL3_K09] Is ready to define priorities for the implementation of professional tasks in the cultural and social context, using, among others: knowledge in the field of literary studies	is ready to define priorities for the implementation of professional tasks in the cultural and social context, especially in the dimension of authorial activities	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[SKPL3_K01] Is ready to assess his knowledge and creative skills as well as the value of his own artistic, critical and applied texts, using, among others, findings of contemporary literary studies.	is ready to evaluate his knowledge and creative skills and the value of his own critical and applied texts, especially - marketing publications on the Internet and social media	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[SKPL3_U07] Is able to edit artistic, critical and functional texts in accordance with the genre forms recognized by literary studies and prepare them for publication in traditional and electronic media, while maintaining all correctness standards defined by modern linguistics.	is able to edit a critical and applied text (especially of a marketing) and prepare it for publication in new media, with particular attention to the Internet and the most important social media	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task
	[SKPL3_W10] Knows and understands at an advanced level the most important mechanisms governing the sociology and economics of cultural life, in particular literary life (as they are perceived in the literary discourse), including the elementary principles of creating and developing various forms of entrepreneurship related to the field of study.	knows and understands to an advanced degree the most important mechanisms governing the sociology and economics of cultural life on the Internet, in particular issues of literary and cultural marketing on the Internet and social media social media, and their role in developing forms of business related to the field of study	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[SKPL3_K02] Is ready to confront and verify the assessment of his own and other artistic, critical and applied works based on substantive opinions of specialists, including those in the field of literary studies.	is ready to confront and revise the evaluation of his own and other critical and applied works (with particular emphasis on advertising and marketing statements in new media) based on the substantive opinions of specialists	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[SKPL3_W06] Knows and understands at an advanced level important forms, genres, linguistic conventions and artistic attitudes of contemporary literary culture identified in the field of literary studies and their importance for independent participation in literary and cultural life, including the creation of texts and participation in public debate in compliance with the rules communication defined in the framework of modern linguistics, in organizational activity and entrepreneurship.	knows and understands to an advanced degree the forms, genres, conventions of language related to copywriting activities in literary marketing, advertising and PR on the Internet, especially in social media and their relevance to the creation of promotional texts, participation in public debate, organizational and business activities	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
Subject contents	Creating contents for web pages. Specifics of e-writing / webwriting. Determination of keywords and attributes. Types of paid advertising campaigns. Optimization of content for SEO. Types of text by target audience / distribution channel / product type.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	51.0%	30.0%
	written work	51.0%	70.0%

Recommended reading	Basic literature	Andrzejczyk A., SEO marketing: be visible on the Internet, Gliwice 2022.Bailyn E., SEO for everyone: a must-have dose of SEO knowledge!, transl. B. Salbut, Gliwice 2014.Cengiel P., SEO as part of your company's marketing strategy, Gliwice 2020.Dutko M., Internet copywriting, Warsaw 2010.Szczepaniak E., The art of text design. How to create content that will conquer the Internet, Gliwice 2019.Wrycza-Bekier J., How to announce cultural events on the Internet to attract and engage audiences: webwriting in culture, Warsaw 2016.Wrycza-Bekier J., Webwriting. Professional creation of texts for the Internet, Gliwice 2013
	Supplementary literature	None
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparation of marketing text for the websitePreparation of content aimed at high positioning in Internet search engines	
Work placement	Not applicable	

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