

Subject card

Subject name and code	Literary branding, PG_00145374						
Field of study	Creative Writing						
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 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	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Artur Nowaczewski				
	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		18.0	50
Subject objectives	To learn about the rules of conscious creation of one's own image and brand by authors in literary and cultural life, rules governing self-promotion.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SKPL3_U09] Is able to consciously create his own communication image, assess and analyze his place in the literary and media field, using, among others, findings of contemporary literary studies.	Students will be able to consciously create their own communicative image and assess and analyse their place in the literary and media field.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[SKPL3_K08] Is ready to take entrepreneurial activities responsibly and independently.	The student is ready to undertake responsible and independent entrepreneurial activities related to the art of writing, including promotional activities.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[SKPL3_K03] Is ready for active, self-aware and responsible participation in literary, cultural and social life in various roles.	Students will be prepared to take an active, self-conscious and responsible part in the life of literary, cultural and social life in various roles requiring promotional competence.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work
	[SKPL3_W11] Knows and understands at an advanced level the methods of editing literary texts, as well as the publishing process and book promotion, in accordance with the standards of linguistics and literary editing.	Students will have an advanced understanding of the editing of literary texts, the publishing process and the principles of promotion in culture.	[SW1] oral statement/conversation/discussion
	[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.	The student is ready to confront and revise the evaluation of artistic, critical and applied works based on substantive expert opinions.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[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.	Students will gain an advanced understanding of the most important mechanisms governing the sociology and economy of cultural life, in particular of literary life, including the elementary principles of creation and development of various forms of entrepreneurship related to the art of writing.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	Contemporary literary life; literature and marketing; the personal brand, including the writer's personal brand; the literary field in literary studies.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written credit work	51.0%	50.0%
	Active participation in activities.	51.0%	50.0%

Recommended reading	Basic literature	The lecturer sets the reading list at the beginning of the semester. Antonik M., Autor jako marka: literatura w kulturze audiowizualnej społeczeństwa informacyjnego, Kraków 2014. Bourdieu, Reguły sztuki. Geneza i struktura pola literackiego, Kraków 2001. Czaplicka M., Zarządzanie kryzysem w social media, Gliwice 2016. Gałązkiewicz I., Art branding, Lublin 2016. Giza, Kreowanie marek kultury: historia, współczesność, perspektywy, Kraków 2022. Kaczor K., Z getta do mainstreamu: polskie pole literackie fantasy (1982-2012), Kraków 2017. Kotarbiński J., Marka 5.0: człowiek i technologie: jak tworzą nowe wartości, Warszawa 2021. Lash S., Lury C., Globalny przemysł kulturowy: medializacja rzeczy, przeł. J. Marmurek, R. Mitoraj, Kraków 2011. Maryl M., Kim jest pisarz w Internecie, Teksty Drugie 2012, nr 6. Winiecka E., Poszerzanie pola literackiego: studia o literackości w Internecie, Kraków 2020.
	Supplementary literature	At the discretion of the leader.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The concept of branding in relation to literary life. Literature and marketing. The literary field in literary studies.	
Work placement	Not applicable	

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