

Subject card

Subject name and code	Marketing, Advertising and PR, PG_00139680						
Field of study	Theatre Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Drama, Theatre and Performance -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Wojciechowska				
	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		43.0	75
Subject objectives	The aim of the education is to become familiar with the possibilities of using marketing tools by cultural institutions.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[WOTL3_U09] Is able to recognize problems and perform tasks in the field of theater activity in relation to its economic, legal, organizational and pedagogical contexts.		Student is able to plan a simple advertisement/campaign promoting a cultural event and describe and characterize advertising campaigns organized by cultural institutions.		[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work		
	[WOTL3_K03] Understands the specific nature of the work of a theater specialist and organizer and animator of theater activities and is aware of ethical issues and professional problems related to performing this work.		The student understands the difficulties associated with introducing marketing by cultural institutions, their social mission and the obligations of these institutions, also in the field of marketing activities.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work		
	[WOTL3_W10] Knows the economic, legal, organizational and pedagogical aspects of theater activities.		The student knows what it is marketing of cultural institutions, he understands its specificity and characteristic features and limitations.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		
Subject contents	Definition and essence of marketing activities. Marketing mix in cultural institutions. Advertising of cultural institutions (concept of advertising, development of advertising over the centuries, features of contemporary advertising messages, stages of advertising operation - AIDA model, advertising classification, contemporary forms of advertising). Public relations activities in cultural institutions (PR definition, objectives of PR activities, types of communication in PR activity models). Marketing campaigns of Polish cultural institutions. Case studies. New forms of marketing activities.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attitude and active work in classes	80.0%	30.0%
	project	50.0%	70.0%
Recommended reading	Basic literature	Each time at the beginning of the semester, the instructor verifies or establishes a set of readings required to pass the course. • Huczek Marian: Marketing organizacji non-profit. Sosnowiec: Wyższa Szkoła Zarządzania i Marketingu, 2003. • Marketing kultury: nowe wyzwania oraz nowe kierunki działania. Pod red. Tomasza Domańskiego. Łódź: Uniwersytet Łódzki, 2008. • Zarządzanie w kulturze, sztuce i turystyce kulturowej. Pod red. Jerzego Gołuchowskiego i Zbigniewa Spyry. Katowice: Wydawnictwo Pracowni Komputerowej Jacka Skalmierskiego, 2011.	
	Supplementary literature	• Marketing w działalności instytucji i jednostek upowszechniania kultury. Pod red. Zdzisława Knechta, Anieli Styś. Warszawa: Wydawnictwo Spółdzielcze, 1990.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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