University of Gdańsk

Subject card

Subject name and code	Marketing, Advertising and PR, PG_00189667		
Field of study	Management of Artistic Institutions		
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 Subject group related to practical vocational preparation
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	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Division of Research into the Performing Arts -> Institute of English and American Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Grzegorz Kapuściński	
	Teachers	dr Beata Czechowska-Derkacz	

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 course is to familiarize students with the principles of public relations and marketing in organizations, as well as with the theory and practice of using PR and marketing tools in promotional activities for organizations, including building an organizational image based on the Sustainable Development Goals (SDGs).

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZIAL3_W01] They possess an advanced level of general knowledge in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Knows various conditions that determine the nature of a product from the domain of culture and art.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZIAL3_U03] They are capable of communicating effectively using specialized terminology in arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Is able to communicate effectively using specialized terminology in marketing.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[ZIAL3_W03] They possess advanced detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	Has knowledge of various concepts and solutions in the field of marketing, advertising and PR.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZIAL3_W06] They have an advanced understanding of the relationships and interdependencies between theoretical and practical aspects in the field of arts management, applying this knowledge in managerial tasks and/or the implementation of artistic projects.	Is able to construct and plan a marketing plan for a product in the field of culture and art.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZIAL3_K05] They are ready to fulfill professional roles responsibly and adhere to and promote principles of professional ethics in their managerial and/or artistic activity.	Knows and understands the importance of ethical principles in the field of culture and art marketing.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[ZIAL3_K02] They are prepared to implement their knowledge of fields such as arts studies and management and quality studies; they are willing to seek expert opinions when implementing managerial and/or artistic tasks, whether those tasks are self-defined or assigned by others.	Is able to analyze available information from various sources in planning and carrying out marketing activities.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[ZIAL3_U01] They are able to apply their knowledge of arts studies, management and quality studies, and literary studies to solve cognitive problems and carry out professional tasks in managing arts and cultural institutions, and/or in realizing their own artistic designs, selecting appropriate methods and tools.	Is able to carry out and control activities in the field of culture and art marketing.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents

- Definitions and areas of activity: public relations (PR), marketing, and advertising.
- Origins, concept, and role of marketing in organizations.
- Public relations (PR): nature, functions, forms, and tools.
- Promotion policy: concept, functions, objectives, and instruments.
- PR and marketing strategies.
- Planning and objectives of PR and marketing activities.
- Target audiences.
- Communication with an organization's external environment.

Prerequisites and co-requisites

Attendance at all classes is mandatory unless the student has obtained the Dean’s approval to follow an individual study plan.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project/presentation	51.0%	100.0%

Recommended reading

Basic literature

- Wojcik K., *Public Relations. Wiarygodny dialog z otoczeniem*, Warszawa 2015
- Kotler Ph., Keller K.L., *Marketing*, Poznań 2012.
- Budzyński W., *Reklama. Techniki skutecznej perswazji*, Warszawa 2007.
- Dragićević, Branimir Stojković, *Kultura: zarządzanie, animacja, marketing*, Narodowe Centrum, Kultury 2013.

	Supplementary literature	• Kutnyj P., *Storytelling, czyli jak opowiadać historie w biznesie*, Warszawa 2025. • Tomasz Bonek, *Biznes na Facebooku i nie tylko. Praktyczny poradnik o promocji w mediach społecznościowych*, Wydawnictwo Wolters Kluwer, Warszawa 2013. • Mruk H., *Komunikowanie się w marketingu*, Warszawa 2004. • Żurawik W., *Marketing, podstawy i kontrowersje*, Sopot 2005. • Hickel J., *Mniej znaczy lepiej. O tym, jak odejście od wzrostu gospodarczego ocali świat*, Warszawa 2024.
	eResources addresses	
Example issues/ example questions/ tasks being completed	• Development of a PR strategy for a selected organization. • Development of a marketing strategy for a selected organization. • PR and marketing projects.	
Work placement	Not applicable	

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