

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 Humanistic-social subject group 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						
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	In this course students learn about marketing through theory and they practise analysing marketing activities, as well as recognising the conditions for using diverse marketing strategies. The course draws attention to the promotional activities of an organisation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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_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_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_W03] They possess 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 are acquainted with the relationships and interdependencies between theoretical and practical aspects within their chosen specialty 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_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, particularly in stage practice, 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	<ul style="list-style-type: none"> • Origin, concept and role of marketing. • Marketing environment. • Market segmentation, target market. • Buyers' behavior on the market. • Product planning and strategy. • Pricing policy. • Distribution of products and services. • Promotion policy - essence, functions, goals, instruments. • Public Relations - essence, functions, forms and tools. 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project/presentation	51.0%	100.0%

Recommended reading	Basic literature	<ul style="list-style-type: none"> • Dragičević - Sesić M., Stojković B., <i>Kultura: zarządzanie, animacja, marketing</i>, Warszawa 2010. • Gratton Ch., Jung B., Shibli S. et al., <i>Zarządzanie i marketing w kulturze i rekreacji</i>, Warszawa 1995. • Kotler Ph., Keller K.L., <i>Marketing</i>, Poznań 2012.
	Supplementary literature	<ul style="list-style-type: none"> • Budzyński W., <i>Reklama. Techniki skutecznej perswazji</i>, Warszawa 2007. • Cenker E., <i>Public Relations</i>, Poznań 2007. • Dryl T., <i>Podstawy marketingu, wybrane zagadnienia</i>, Sopot 2005. • Mruk H., <i>Komunikowanie się w marketingu</i>, Warszawa 2004. • Wiktor J.W., <i>Promocja. System komunikacji przedsiębiorstwa z rynkiem</i>, Warszawa 2001. • Żurawik W., <i>Marketing, podstawy i kontrowersje</i>, Sopot 2005.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Constructing a marketing plan for a selected market entity and art product.	
Work placement	Not applicable	

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