

Subject card

Subject name and code	Political marketing workshops, PG_00191008						
Field of study	Political Studies						
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 Optional subject group 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			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kamińska-Korolczuk				
	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		0.0		45.0	75
Subject objectives							

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_W14] Has advanced knowledge of the political organization of societies, states, and other political actors, the processes of their transformation, as well as relationships and networks at the local, regional, national, and international levels, within the framework of the selected module (specialization).		
	[POLL3_W04] Has knowledge of the historical, economic, social, legal, ethical, and cultural determinants of political life, as well as of the structures in which this life unfolds, their origins, and transformations.		
	[POLL3_U06] Can explain and describe the principles and values of a democratic state and actively participate in public discourse.		
	[POLL3_U02] Is able to analyze and describe the origins and course of social, political, economic, legal, ethical, and cultural processes and phenomena from a historical perspective, as well as in contemporary states and globally, using theoretical knowledge.		
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.		
	[POLL3_K05] Has a need to supplement, expand and improve acquired knowledge and skills.		
[POLL3_K01] Is prepared to participate in public life and in teams implementing social, political and civic projects at various levels of participation, and uses the acquired knowledge, skills and competencies to act in an entrepreneurial manner.			
Subject contents			
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
Recommended reading	Basic literature		
	Supplementary literature		
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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