University of Gdańsk

Subject card

Subject name and code	Political Marketing, PG_00199278						
Field of study	International Economic Relations						
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	6		ECTS credits	1.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	5.0	0.0	20
	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	20		0.0		5.0	25
Subject objectives	The aim of the course is to familiarize students with the concepts and tools used in political marketing.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to propose political marketing actions in the context of changing conditions, utilizing, among other things, creative thinking. If he has any doubts, he discusses them during consultations	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	the student identifies, analyzes and critically assesses the connections within the project being implemented between various actors on the "political market", consults assumptions and progress with the teacher during consultations and project blocks.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[MSGL3_W14] knows and understands terms and principles of intellectual (industrial) property protection and copyright law	The student understands the basic concepts and principles related to intellectual property protection and copyright law in the context of activities undertaken within political marketing.	[SW1] oral statement/ conversation/discussion
[MSGL3_W11] has a knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student has knowledge of the rules and standards (legal and ethical) related to political marketing.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

1. **Political Marketing and Commercial Marketing Differences and Similarities**
2. **The History of Political Marketing USA**
3. **Voter Behavior and Electoral Systems**
4. **Election Polls**
5. **Candidate Image**
6. **Media in Political Marketing**
7. **Case Study Election Campaigns**

Prerequisites and co-requisites

marketing

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	80.0%
activity	51.0%	20.0%

Recommended reading

Basic literature	Mazur, M., (2007). Marketing polityczny. Studium porównawcze. Wydawnictwo Naukowe PWE Dobek-Ostrowska, B., (2009) Porozumienie czy konflikt? Polityce, media i obywatele w komunikowaniu politycznym. Propaganda i PR w polityce. Kampanie wyborcze. Marketing i reklama polityczna, PWN
Supplementary literature	Dobek-Ostrowska, B., (2006), Komunikowanie polityczne i publiczne, Wydawnictwo Naukowe PWN Garlicki, J., i inni, I. I. (2012). Marketing polityczny i komunikowanie polityczne. Nowe zjawiska, nowe wyzwania. Studia Politologiczne, 24.
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Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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