University of Gdańsk

Subject card

Subject name and code	Customer experience design (CX design), PG_00201855						
Field of study	Management and Communications in Performing Arts						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study 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	2		Language of instruction	Polish			
Semester of study	4		ECTS credits	2.0			
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. Anna Dziadkiewicz, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		2.0	34.0	51	
Subject objectives	Introduction to Customer Experience Design concept - theoretical and practical approaches. Ability development to use and apply specific marketing methods in customer and user experience design specific to the field of study.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZKWSSMU2_K04] Is ready to act in an entrepreneurial way in the field of management and organization of work in artistic institutions.	He or she is capable of setting up his or her own business or acting entrepreneurially as an employee in arts institutions, using methods specific to building the customer experience.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[ZKWSSMU2_W06] Knows in-depth a number of different methods and managerial analysis techniques supporting the economic decision-making process, and also knows the sources of data and information in the field of social sciences.	He or she has an in-depth knowledge of a range of different methods, relating to building customer value and experience to support business decision-making, and is familiar with sources of CxDesign data and information.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZKWSSMU2_U06] Is able to correctly interpret the socio-economic phenomena of the organization, current events in economic policy and economics, as well as independently plan and implement lifelong learning and guide others in the management of the organization.	Can correctly interpret the organisation's socio-economic phenomena aimed at building customer experience.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[ZKWSSMU2_W02] Has in-depth knowledge of the connections between management and quality sciences with various areas of the humanities and is aware of the problems and research opportunities arising from the connection of these areas. Has extended knowledge in the field of social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their relationship with other social sciences.	Has an in-depth knowledge of the interrelationship of management and quality sciences with various areas of science, in order to select appropriate tools for the preparation of customer experience building strategies.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work

Subject contents

1. Introduction to the concept of Customer Experience.
2. Marketing - theoretical and practical approaches.
3. Branding - theoretical and practical approaches.
4. Public relations - theoretical and practical approaches.
5. Principles of customer experience design. Differences between User Experience, Customer Experience and Service Design.
6. Customer Experience Management.
7. Human-Centred Design (HCD)

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
discussion	60.0%	40.0%
team work	60.0%	10.0%
project / presentation	60.0%	40.0%
attendance	80.0%	10.0%

Recommended reading

Basic literature	Literature required for final course credit: I. Gałązkiewicz, Projektowanie doświadczeń, Wyd. Słowa i Myśli, 2017. A. Urbański, L. Diewa, Tworzenie doświadczeń klientów, Helion, 2020. K. Wojciechowska, Customer Experience Management. Moc pozytywnych doświadczeń, OnePress, 2020.
Supplementary literature	Supplementary literature - UX Magazine, quarterly.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. how can you use Cx methods when designing your organisation or working in a particular company?2. what brand values will be most important for a particular challenge?3. what marketing mix components can you use to create a Cx strategy?4. how do you build a strategy based on the HCD model?
Work placement	Not applicable

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