

**Subject card**

<b>Subject name and code</b>	Customer experience design (CX design), PG_00201855						
<b>Field of study</b>	Management and Communications in Performing Arts						
<b>Date of commencement of studies</b>	October 2026		<b>Academic year of realisation of subject</b>		2027/2028		
<b>Education level</b>	Master's studies		<b>Subject group</b>		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies		<b>Mode of delivery</b>		at the university		
<b>Year of study</b>	2		<b>Language of instruction</b>		Polish		
<b>Semester of study</b>	4		<b>ECTS credits</b>		2.0		
<b>Learning profile</b>	academic		<b>Assessment form</b>		credit		
<b>Conducting unit</b>	Division of Drama, Theatre and Performance -> Institute of Polish Philology -> Faculty of Languages -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Laboratory</b>	<b>Project</b>	<b>Seminar</b>	<b>SUM</b>
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	<b>Participation in didactic classes included in study plan</b>		<b>Participation in consultation hours</b>		<b>Self-study</b>	<b>SUM</b>
	<b>Number of study hours</b>	15		2.0		34.0	51
<b>Subject objectives</b>	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_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_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 individual fields 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_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
[ZKWSSMU2_K04] Is ready to act in an entrepreneurial way in the field of management and organization of work in artistic institutions and to think and act in an entrepreneurial way.	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	
Subject contents	<ol style="list-style-type: none"> <li>1. Introduction to the concept of Customer Experience.</li> <li>2. Marketing - theoretical and practical approaches.</li> <li>3. Branding - theoretical and practical approaches.</li> <li>4. Public relations - theoretical and practical approaches.</li> <li>5. Principles of customer experience design. Differences between User Experience, Customer Experience and Service Design.</li> <li>6. Customer Experience Management.</li> <li>7. Human-Centred Design (HCD)</li> </ol>		
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. Dięwa, 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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