

**Subject card**

<b>Subject name and code</b>	Election campaigns, PG_00203910						
<b>Field of study</b>	Diplomacy						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group 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>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		prof. dr hab. Danuta Plecka				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		2.0		43.0	75
<b>Subject objectives</b>	The aim of the classes is to present the issue of the election campaign, discuss the methodology of its preparation and exemplification in political activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DYPL3_U08] Is aware of the relationships between politics, diplomacy, and historical, economic, social, and cultural processes. Can assess them and draw conclusions in the context of politics and diplomacy.	can use basic content manipulation techniques for preparation campaign, - knows how to prepare a project for an indirect/direct campaign	[SU6] demonstration of practical skills
	[DYPL3_U12] Can prepare social, political, economic, and civic projects, including those carried out in teams. Takes into account legal and political aspects related to diplomacy. Independently supplements knowledge and acquires information from various sources and technologies.	can use basic content manipulation techniques for preparation campaign, - knows how to prepare a project for an indirect/direct campaign	[SU1] oral statement/conversation/discussion
	[DYPL3_W04] Has advanced knowledge of the role of humans as entities shaping and constructing social structures and institutions operating in politics and diplomacy.	defines basic concepts regarding election campaigns, - can discuss the basic techniques used in election campaigns,	[SW1] oral statement/conversation/discussion
	[DYPL3_K08] Uses acquired knowledge and skills to act in an entrepreneurial manner.	can cooperate and work in a group	[SK5] implementation of a problem task
	[DYPL3_K04] Is prepared to identify and solve problems in professional work.	can cooperate and work in a group	[SK6] demonstration of practical skills
[DYPL3_W11] Has advanced knowledge of the principles and relationships between management, organization, and entrepreneurship in diplomacy, including the threats and challenges facing diplomacy, as well as the principles of creating and developing forms of individual entrepreneurship.	defines basic concepts regarding election campaigns, - can discuss the basic techniques used in election campaigns,	[SW2] presentation/project/paper/report	
Subject contents	Election campaign and its characteristics - definition, scope, classification, creators and their role in the campaign organization process, Campaign as a form of social, political and marketing communication - defining, basic elements of communication (formal communication and informal), identification of areas of campaign use and characteristics of promotional elements. Methodology of preparing election campaigns - identifying the goal and scope, developing and controlling the budget, establishing a plan and program, selection location, planning marketing and public relations activities, managing the course of the meeting, closing and evaluation. Areas of crisis situations related to election campaigns.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	praca pisemna	51.0%	100.0%
Recommended reading	Basic literature	B. Kaplan, Mit racjonalnego wyborcy, Warszawa 2017. P. Kowalski, Wolność wypowiedzi w kampaniach wyborczych, Łódź 2021. W. K. Szalkiewicz, Praktyki manipulacyjne w polskich kampaniach wyborczych, Kraków-Warszawa 2014. S. Trzeciak, Drzewo kampanii wyborczej, czyli jak wygrać wybory, Gdańsk 2014.	
	Supplementary literature	A.2. studiowana samodzielnie: Dobek-Ostrowska B.: Podstawy komunikowania społecznego, Wydawnictwo Astrum, Wrocław 1999. B. Literatura uzupełniająca: A. Rakowska-Trela, Kampania wyborcza w regulacji prawnej i w praktyce, Łódź 2016	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Citizen in the election process.  Political civic competences.  Techniques and methods of election campaigns.		
Work placement	Not applicable		

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