University of Gdańsk

Subject card

Subject name and code	Popularization Projects, PG_00205584		
Field of study	History		
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 Humanistic-social 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	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Didactic History -> Institute of History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Wacław Kulczykowski	
	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	10.0	35.0	75

Subject objectives

Developing students' skills related to writing grant applications, obtaining funds for the implementation of their own popularization projects and settling them.
Familiarizing students with the basics of marketing, including marketing tools and advertising activities useful in implementing science popularization projects.
Developing students' skills in building marketing strategies, project promotion and commercialization of project results.
To familiarize students with ethical considerations related to the implementation of science popularization projects

Learning outcomes

Course outcome	Subject outcome	Method of verification
[HISTL3_U08] Is able to plan and organise his/her work effectively, independently acquiring and consolidating knowledge in a structured and systematic manner	Is able to plan and organize his work effectively, independently acquiring and consolidating knowledge orderly and systematic	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[HISTL3_K02] Is ready to fulfil social and professional obligations related to the chosen specialisation and to co-organise activities serving the community in the areas of education and the promotion of the historical and cultural heritage of Poland, the region, and Europe.	Is ready to responsibly fulfill social obligations in the field of popularizing historical knowledge and promoting the cultural heritage of Pomerania, Poland and Europe	[SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
[HISTL3_U02] Is able to select methods and tools appropriate to historical research and practice, including advanced information and communication technologies (ICT).	Is able to correctly select and use appropriate tools to popularize history, including advanced information and communication techniques	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[HISTL3_W11] Knows and understands the economic, legal, ethical and other conditions affecting various types of professional activity related to history, including the concepts and principles of industrial property protection and copyright law.	Knows and understands the ethical conditions of activities related to the popularization of historical knowledge	[SW1] oral statement/ conversation/discussion
[HISTL3_W10] Knows and understands the key dilemmas of contemporary civilisation and recognises the relationships and interdependencies between the past and current events, including in the context of the dissemination of historical knowledge.	Knows and understands the relationships and dependencies between the past and current events, especially in the aspect of disseminating historical knowledge	[SW1] oral statement/ conversation/discussion
[HISTL3_U03] The student is able to communicate with others using specialist terminology relevant to history and related disciplines, including terms from their chosen professional specialisation.	Is able to communicate on historical topics using professional historical terminology, adapting the form and level of expression to the group of recipients of the message	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[HISTL3_U07] Is able to plan and organise individual work and interact with others in teamwork	Is able to plan and organize individual work and cooperate with other people as part of team work	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[HISTL3_K03] Is ready to initiate public interest activities in the protection and promotion of historical heritage at local and regional level	He is ready to initiate activities to protect and promote historical and cultural heritage	[SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work

Subject contents

Workshop exercises: ways of obtaining financial resources for the implementation of a science dissemination project and their settlement; the issue of content marketing; the most important marketing activities useful in the implementation of a science popularization project (including advertising, public relations, commercialization of results); the importance of building project teams and establishing networks of contacts when implementing your own project; team preparation of a project popularizing historical knowledge based on knowledge and skills acquired within the entire specialization.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Activity in classes	50.0%	30.0%
Team preparation of a project popularizing historical knowledge	50.0%	70.0%

Recommended reading	Basic literature	Cyfrowy archeolog. Podręcznik promocji archeologii w nowych mediach, pod red. S. Zdziebłowskiego, Poznań 2014. Osica N., Niedzicki W., Sztuka promocji nauki, Warszawa 2017. Popularyzacja nauk historycznych teoria i praktyka. Zbiór studiów, red. D. Gołaszewska-Rusinowska, M. Mielewska, T. Sińczak Toruń 2018. Promosaurus. Poradnik promocji nauki, pod red. P. Żabickiego, E. Giżyckiej, Kraków 2013. Przewodnik Content Marketingu, http://iab.org.pl/badania-i-publikacje/przewodnik-content-marketingu/, 23.04.2020. Stawarz B., Content Marketing i Social Media, Warszawa 2017. Jak napisać wniosek o finansowanie badań naukowych, http://rmn.org.pl/images/PORADNIK%20RMN.pdf, 23.04.2020. Jak poprawić swoją atrakcyjność w oczach biznesu? Poradnik Naukowca cz. 1, https://bobn.po.opole.pl/images/Przewodniki_i_poradniki/Poradnik_Naukowca_cz_I.pdf, 23.04.2020. Jak zwiększyć skutecznośc aplikowania o środki, Poradnik Naukowca cz. 2, https://bobn.po.opole.pl/images/Przewodniki_i_poradniki/Poradnik_Naukowca_cz_II.pdf, 23.04.2020. Janus T., Wnioski grantowe bez tajemnic, https://bobn.po.opole.pl/images/przewodniki/wnioski_grantowe_bez_tajemnic.pdf, 23.04.2020. Jędrek G., Jak wykorzystać content marketing w kulturze i edukacji? Poradnik, https://wniedoczasie.pl/marketing/content-marketing-w-kulturze-i-edukacji/, 23.04.2020. Starzec A., Popularyzacja nauki w internecie, Stylistyka, t. 20, 2011, s. 175-191
	Supplementary literature	Historia w przestrzeni publicznej, red. J. Wojdon, Warszawa 2019. Solska E., Historia w kulturze współczesnej, Lublin 2011. Stączek M., Storytelling, Warszawa 2014. Wilkowski M., Wprowadzenie do historii cyfrowej, Gdańsk 2013
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.