University of Gdańsk

Subject card

Subject name and code	Political Marketing (Classes), PG_00206690		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit	Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Adam Majchrzak	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	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	3.0	27.0	50

Subject objectives	The aim of the course is to provide knowledge about the specificity and role of political marketing as a form of political communication, as well as to learn the tools of political marketing, analyze political campaigns and the images of politicians created in the media, provide skills in preparing a political campaign and learn the role of the media in political marketing.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	The student is able to critically evaluate the course of a political campaign and campaign materials.	[SU1] oral statement/conversation/ discussion
[DZiKSMU2_U08] He/she can conduct debates and participate in them, make substantive arguments using his/her own views and the views of other authors, formulate conclusions and create synthetic summaries.	The student is able to prepare for a debate, conduct a political debate, and analyze it.	[SU2] presentation/project/paper/ report
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student is able to use communication channels, genres, and methods when interacting with audiences and experts in the context of political marketing.	[SU1] oral statement/conversation/ discussion
[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student is able to critically evaluate the course of a political campaign and campaign materials, and analyzes the problems and risks that arise.	[SU5] implementation of a problem task
[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student understands the specific nature of political marketing and its practical application.	[SW1] oral statement/ conversation/discussion
[DZiKSMU2_W05] He/she has well-structured knowledge of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication, as well as of the functioning of media institutions and social communication departments, and understands the goals and challenges associated with their operation.	The student knows how to analyze political processes in the context of political campaigns and political marketing, and possesses systematized knowledge regarding the specific nature of political messages used in marketing campaigns.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

Subject contents

Introduction

What is political marketing?

What is a political image, and how is it created?

How to develop a platform and campaign slogans?

Voters and voting behavior

Modern political marketing tools and their effectiveness

Prerequisites and co-requisites

Communication skills, basic knowledge about society and the functioning of the media on the market and advertising activities in the context functioning of the media. Ability to interpret socio-economic phenomena.

Assessment methods and criteria

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

Recommended reading	Basic literature	1. Cwalina W., Falkowski A., Marketing polityczny. Perspektywa psychologiczna, Gdańsk 2005. 2. Dobek-Ostrowska B., Komunikowanie polityczne i publiczne, Warszawa 2012. 3. Dobek-Ostrowska B., Porozumienie czy konflikt?. Politycy, media i obywatele w komunikowaniu, Warszawa 2009. 4. Jabłoński W., Marketing polityczny a public relations. Różnice, podobieństwa, kontrowersje, Warszawa 2014. 5. Maliszewski N., Jak zaprogramować wyborcę?, Warszawa 2008. 6. Trzeciak S., Drzewo kampanii wyborczej, czyli jak wygrać wybory, Sopot 2014. 7. Jeziński M. (red.), Marketing polityczny: w poszukiwaniu strategii wyborczego sukcesu, Toruń 2009. 8. Zieliński J., Marketing polityczny w Internecie, Toruń 2013.
	Supplementary literature	1. Wiszniowski R., Kasińska-Metryka A. (red.), Marketing polityczny. Doświadczenia polskie, Toruń 2013. 2. Jabłoński A.W., Sobkowiak L. (red.), Marketing polityczny w teorii i praktyce, Wrocław 200 Hofman I. (red.), Marketing polityczny: teoria i praktyka, Lublin 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparing the presidential candidate's election campaign and presenting individual tasks during classes, conducting a candidate debate.	
Work placement	Not applicable	

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