

Subject card

Subject name and code	Publishing Management, PG_00211219						
Field of study	Polish Studies						
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 Optional subject group Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Applied Polish Studies -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Wojciechowska, prof. UG				
	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		21.0		49.0	100
Subject objectives	The aim of the course is to show the mechanisms of functioning of publishing houses on the publishing and bookselling market and to present selected operating strategies used by publishing houses.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPMU2_W10] Has an in-depth knowledge of literary and linguistic studies in the field of their chosen specialization in the context of cultural and civilizational changes.	Student: is able to segment the bookselling and publishing market and indicate the characteristic purchasing characteristics of individual groups; can point to different types of strategies used on the publishing market; has the ability to conduct marketing research aimed at supporting activities in the field of creating publishing policy; can design a simple action promoting a selected publishing item, series, cycle or publishing brand.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[FPMU2_W08] Recognizes in cultural texts the reflection of the dilemmas of contemporary civilization as well as the economic, legal and business rules governing the contemporary world, influencing the development of various forms of entrepreneurship.	Student: is able to determine what elements constitute the publishing management process; knows the structure and organization of various types of publishing houses; has knowledge of market mechanisms that influence the functioning of publishing houses.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[FPMU2_K06] He consciously develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.	Student: is aware of the essence of ethical behavior in the process of managing a publishing house and operating on the market; understands ethical issues related to responsibility for the accuracy and reliability of marketing information provided to potential readers.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
Subject contents	The concept of market, management, management and promotion. Organization and structure of the publishing house. Organizational functions. Strategies on the book market. Issues of organizing the work of a publishing house. Publishing financing. Publication promotion. Promotional campaigns.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	50.0%	80.0%
	activity	50.0%	20.0%
Recommended reading	Basic literature	Baverstock Alison: Marketing w wydawnictwie. Kraków: BMR, 1997. Davies Gill: Nabywanie tytułów: organizacja i zarządzanie w redakcji. Kraków: BMR, 1997. Frołow Kuba: Jak wypromowano bestseller. Warszawa: Biblioteka Analiz, 2006. Frołow Kuba: Public relations na rynku książki. Warszawa: Biblioteka Analiz, 2007.	
	Supplementary literature	Dawidowicz-Chymkowska Olga: Ruch wydawniczy w liczbach 2022. Książki. Warszawa 2023 Rynek książki w Polsce 2016. Warszawa: Biblioteka Analiz, 2017. Świata Marcin: Zachowania konsumentów i marketing na rynku książki. Warszawa: Biblioteka Analiz, 2003.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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