

A COURSE SYLLABUS – DOCTORAL SCHOOL
REGARDING THE QUALIFICATION CYCLE FROM 2024/2025 TO 2028/2029

GENERAL INFORMATION ABOUT COURSE				
Course title	OPTIONAL SPECIALIZED SUBJECT: Political marketing			
Name of the unit running the course	Doctoral School at University of Rzeszów			
Type of course (<i>obligatory, optional</i>)	obligatory			
Year and semester of studies	year I, semester II			
Discipline	political science and administration			
Language of Course	Polish/English language			
Name of Course coordinator	dr hab. Paweł Kuca, prof. UR			
Name of Course lecturer	dr hab. Paweł Kuca, prof. UR			
Prerequisites	General knowledge of communication processes in society, supported by an interest in media messages and the use of media by political actors.			
BRIEF DESCRIPTION OF COURSE (100-200 words)				
The aim of the classes is to introduce the basic concepts, theories and models of political marketing, as well as for PhD students to learn the principles of a proper look at the mechanisms of politics. The aim of the course is to carry out analysis, assessment and the basics of planning and organizing a political campaign. Activities will be available in two areas of dimensions - there will be a discussion of the theoretical foundation of the presented ones, as well as a presentation of their application in political practice.				
COURSE LEARNING OUTCOMES AND METHODS OF EVALUATING LEARNING OUTCOMES				
Learning outcome	The description of the learning outcome defined for the course	Relation to the degree programme outcomes (symbol)	Learning Format (Lectures, classes,...)	Method of assessment of learning outcomes (e.g. test, oral exam, written exam, project,...)
Knowledge (no.)	knows and understands, has knowledge			
P8S_WG1	has advanced theoretical knowledge and knows current scientific achievements, including global ones in the field of the studied discipline political and administrative sciences and general issues in related disciplines, has knowledge of its place and importance in the confrontation learning system with other fields.	P8S_WG	seminar	Exam/written assignment
P8S_WG2	knows development trends and the latest research achievements in the discipline, including those on a global scale.	P8S_WG	seminar	Exam/written assignment
P8S_WG3	has interdisciplinary knowledge, knows and understands scientific terminology used in the discipline of political science and administration in native and	P8S_WG	seminar	Exam/written assignment

	foreign languages.					
P8S_WK1	knows and understands the impact of technological development and technology on the progress of civilization.	P8S_WK	seminar	Exam/written assignment		
Skills (no.)	can					
P8S_UW1	based on interdisciplinary knowledge, is able to identify and solve a research problem, define the purpose of research, formulate a hypothesis and the subject of scientific research, develop techniques, methods and research tools, and draw conclusions based on the results of scientific research.	P8S_UW	seminar	Exam/written assignment		
P8S_UW2	use available scientific literature to diagnose and solve research problems and related innovative activities with the research work being carried out and to apply the appropriate course of action to create new elements of scientific achievements.	P8S_UW	seminar	Exam/written assignment		
P8S_UW3	use their interdisciplinary knowledge to analyze and evaluate the results of scientific research, formulating opinions on this basis, including critical judgments.	P8S_UW	seminar	Exam/written assignment		
P8S_UK6	is able to carry out research work and professional studies based on foreign-language literature.	P8S_UK	seminar	Exam/written assignment		
Social competence (no.)	is ready to					
P8S_KK3	Thanks to his knowledge, he solves cognitive and practical problems in the field of the studied discipline of political science and administration and related disciplines.	P8S_KK	seminar	Exam/written assignment		
LEARNING FORMAT – NUMBER OF HOURS						
Semester (no.)	Lectures	Seminars	Lab classes	Internships	others	ECTS
II		15				2
METHODS OF INSTRUCTION						
<ul style="list-style-type: none"> - traditional seminar; - multimedia presentation classes; - case study analysis; - discussion; 						
COURSE CONTENT						
Seminars:						

1. Topic: Introduction, definitions, history of political marketing.
2. Topic: Ethical dilemmas of election campaigns.
3. Topic: Theories of voters' decision-making.
4. Topic: Mediatization of politics.
5. Topic: Political image.
6. Topic: Political advertising.
7. Topic: The importance of surveys in creating opinions.
8. Topic: Direct campaign.

COURSE ASSESSMENT CRITERIA

Exam – written assignment. Based on the topics discussed during classes, the PhD student prepares an analysis of any chosen election campaign.

Exam requirements:

Rating 2.0 – the work does not meet the criteria.

Grade 3.0 – the work concerns two topics discussed during classes. It contains a basic analysis, prepared using Polish and foreign literature on the subject.

Grade 3.5 – the work concerns two topics discussed during classes. It contains an extended analysis, using Polish and foreign literature on the subject.

Grade 4.0 – the work concerns three topics discussed during classes. It contains a basic analysis, prepared using Polish and foreign literature on the subject.

Rating 4.5 - the work concerns three topics discussed during classes. It contains an extended analysis, using Polish and foreign literature on the subject.

Grade 5.0 - the work concerns four topics discussed during classes. It contains a broad analysis, using Polish and foreign literature on the subject.

Active attendance in classes can increase your grade by half a grade.

TOTAL PhD STUDENT WORKLOAD REQUIRED TO ACHIEVE THE INTENDED LEARNING OUTCOMES – NUMBER OF HOURS AND ECTS CREDITS

Activity	Number of hours
Scheduled course contact hours	15
Other contact hours involving the teacher (consultation hours, examinations)	1
Non-contact hours – student's own work (preparation for classes or examinations, project, etc.)	39
Total number of hours	55
Total number of ECTS credits	2

INSTRUCTIONAL MATERIALS

Compulsory literature:	<p>K u c a P a w e ł , F u r m a n W o j c i e c h (red.), <i>Komunikowanie polityczne w teorii i praktyce</i>, Rzeszów 2023.</p> <p><i>Less-Marshment Jennifer, Conley Brian, Elder Edward i in.</i>, <i>Political Marketing. Principles and Application</i>, London 2019.</p> <p><i>C w a l i n a W o j c i e c h , F a l k o w s k i A n d r z e j , M a r k e t i n g p o l i t y c z n y . P e r s p e k t y w a p s y c h o l o g i c z n a</i>, Gdańsk 2005.</p>
Complementary literature:	<p>J a b ł o Ń s k i A n d r z e j W . , S o b k o w i a k L e s z e k (red.), <i>Marketing polityczny w teorii i praktyce</i>, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 2002.</p> <p><i>Less-Marshment Jennifer, Rudd Chris, Stromback Jesper (ed), Global political marketing</i>, London 2009.</p> <p>D o b e k - O s t r o w s k a B o g u ś ł a w a (red.), <i>Kampania wyborcza: marketingowe aspekty</i></p>

	<p><i>komunikowania politycznego, Wrocław 2005.</i></p> <p>Flis Jarosław, <i>Złudzenia wyboru. Społeczne wyobrażenia i instytucjonalne ramy w wyborach do sejmu i senatu</i>, Kraków 2014.</p> <p>Łódzki Bartłomiej, <i>Ustanawianie agendy mediów podczas kampanii wyborczych w 2005 roku</i>, Wrocław 2010.</p> <p>Michalczyk Stanisław, <i>Demokracja medialna. Teoretyczna analiza problemu</i>, Toruń 2010.</p> <p>Miotk Anna, <i>Skuteczne social media. Prowadź działania, osiągaj zamierzone efekty</i>, Gliwice 2017.</p> <p>DeBarbaro Natalia, <i>Dojść do głosu. Radykalnie praktyczny przewodnik po kampanii wyborczej</i>, Kraków 2005.</p>
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*(1 ECTS CREDIT CORRESPONDS TO 25 - 30 HOURS OF THE TOTAL WORKLOAD OF A DOCTORAL STUDENT, NEEDED TO ACHIEVE THE ESTABLISHED EFFECTS).

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Date and signature of the Course lecturer

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Approved by the Head of the Department or an authorised person