SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Marketing Communication
Course/Module code *	P6
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 1
Course type	primary
Language of instruction	English
Coordinator	Dr hab. Prof. UR Grzegorz Hajduk
Course instructor	Dr hab. Prof. UR Grzegorz Hajduk

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
1		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

none

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

O1	Introduction to the basic principles of planning and implementing integrated marketing communication campaigns.
O2	Developing the skills to select effective forms of marketing communication.
O3	Developing practical skills in using marketing communication tools.

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student knows how to identify the relationships between the studied disciplines and the field of marketing and marketing communication, which will enable them to better understand and apply the knowledge gained in the course in practice.	K_W05
LO_02	The student can critically analyze marketing communication using basic management concepts and models, which will allow for a better understanding and assessment of the effectiveness of marketing activities.	K_U08
LO_03	The student can utilize developed practical skills to implement their own marketing concepts and apply effective techniques to practice these skills, enabling them to be continuously developed through independent work.	K_U10
LO_04	The student is prepared to actively seek information and apply the most effective solutions in marketing communication when encountering problems, allowing for effective adaptation to changing market conditions and customer needs.	K_K02

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Introduction • Course overview, objectives, and expectations • Basic definitions and scope of marketing communication • Role and importance of marketing communication in a company's strategy Marketing Communication Process and Models • Discussion of the elements of the marketing communication process • Overview of selected communication models Audience and Organizational Environment • Identification of entities in the organization's environment • Classification of entities in the organization's environment Consumer Behavior as a Determinant of Marketing Communication • Consumer psychology – selected aspects • Segmentation of communication recipients • Targeting in marketing communication Marketing Communication Planning • Workshop on marketing communication planning Role of Visual Identity and Brand in Communication with the Environment • Name, logo, slogan, company colors • Workshop – developing brand identity • Practical exercises in designing brand identity elements Communication-Mix and Its Elements • Overview of the specifics of various marketing communication tools Advertising as a Form of Marketing Communication • Discussion of advertising forms • Advertising creation workshop Sales Promotions • Discussion of sales promotion forms • Sales promotion planning workshop Public Relations and Publicity • Discussion of public relations and publicity forms • PR campaign planning workshop Content Marketing • Discussion of content marketing forms • Content creation workshop for PR campaigns Social Media Marketing • Discussion of social media marketing forms • Content creation workshop for social media marketing activities New Media and Marketing Communication Channels • Overview of selected new media

- Discussion of the evolution of marketing communication channels

Integrated Marketing Communication
- Role and importance of integration in marketing communication
- Levels and dimensions of integrated marketing communication

Planning Marketing Communication Campaign
- Workshop on planning a marketing communication campaign

3.4. Methods of Instruction

Practical classes supported by a multimedia presentation
Case study
Practical workshop
Problem solving
Group work, discussion

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,…)
LO_01	*TEST*	CLASSES
LO_02	*OBSERVATION DURING CLASS/PROJECT*	CLASSES
LO_03	*OBSERVATION DURING CLASS/PROJECT*	CLASSES
LO_04	*OBSERVATION DURING CLASS/PROJECT*	CLASSES

4.2 Course assessment criteria

The final grade is based on the arithmetic average of the partial grades, which students receive for:

- Completing 6 practical tasks (maximum of 6 points per task) during classes;
- A final test consisting of 10 open and closed questions.

Grading scale:
60-68% - 3.0
69- 76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours

Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	35
Total number of hours	75
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Smith P.R., Zook Z., Marketing communications: Integrating online and offline, customer engagement and digital technologies. Kogan Page Publishers, 2019. Robbins S.P., De Pelsmacker P., Geuens M., Van Den Bergh J., Marketing Communications: A European Perspective, Pearson Education 2021.
Complementary literature: Belch, G. E., Belch, M. A., Advertising and promotion: An integrated marketing communications perspective. McGraw-Hill, 2018. Hajduk G., Zarządzanie komunikacją marketingową: integracja, nowe media, outsourcing, Wydawnictwo Poltext, Warszawa 2019.

Approved by the Head of the Department or an authorised person