

Subject card

Subject name and code	Gamification in Education and Marketing , PG_00073568						
Field of study	Historical game design						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Humanistic-social subject group		
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		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 Waław Kulczykowski				
	Teachers		dr Waław Kulczykowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	45.0	0.0	0.0	0.0	45
	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	45		2.0		45.0	92
Subject objectives	To familiarize students with the issue of gamification as a method used in education and marketing.Preparing students to use innovative solutions and modern information technologies and their practical application in teaching history and marketing.Developing skills related to individual and team preparation of a gamified project, including the ability to conduct discussions, present one's own concept and justify one's own position.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PGHL3_U07] Able to plan and organize individual work and interact with others in teamwork	Is able to effectively plan and organize work both individually and within project teams in the context of using gamification in education and marketing	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[PGHL3_W10] Knows and understands the basic economic, legal, ethical and other conditions of various professional activities related to historical games, including the basic concepts and principles of industrial property protection and copyright law.	Has knowledge enabling understanding and application of basic concepts and principles of industrial property and copyright protection in the context of historical games and their application in education and marketing	[SW1] oral statement/conversation/discussion
	[PGHL3_W07] Has advanced knowledge to analyze and interpret historical sources and understands their usefulness in the development of historical games	Has knowledge enabling the analysis and interpretation of historical sources and is able to apply this knowledge in creating projects based on the gamification method.	[SW1] oral statement/conversation/discussion
	[PGHL3_U02] Can select and apply methods and tools (including advanced information and communication techniques) in a manner appropriate to the problem being solved	Is able to select and apply various methods and tools, including advanced information and communication techniques, in order to effectively design and implement gamification in education and marketing	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[PGHL3_K02] Is ready to fulfill social obligations, co-organize activities for the benefit of the social environment in the field of education and promotion of historical and cultural heritage of his/her region, Poland and Europe	He is prepared to co-organize educational and marketing initiatives using gamification that promote the historical and cultural heritage of his region, Poland and Europe, and actively engage in activities for local communities.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
Subject contents	Familiarizing students with the ways of using gamification as a method used in education and marketing; practical discussion of gamification tools; presenting ways of creating an educational/marketing project based on the gamification method		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Aktywność na zajęciach	50.0%	30.0%
	Projekt zaliczeniowy	50.0%	70.0%
Recommended reading	Basic literature	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. Siadkowski J., Grywalizacja w działaniu, dostępna w Internecie: https://www.dkkadr.waw.pl/wp-content/uploads/2019/11/Grywalizacja_v13.pdf Złotek M., Grywalizacja - wykorzystanie mechanizmów z gier jako motywatora do zmiany zachowania ludzi, Kraków 2017. Domańska E., Historie niekonwencjonalne. Refleksja o przeszłości w nowej humanistyce, Poznań 2006. Gra w historię, historia w grach, red. T. Bazylewicz, Ł. Hajdrych Poznań 2018. Historia w przestrzeni publicznej, red. J. Wojdon, Warszawa 2019. Państwo i Społeczeństwo, Teoretyczne i praktyczne aspekty grywalizacji, r. XVIII, nr 1, red. J. Aksman, J. Bierówka, Kraków 2018.	
	Supplementary literature	Brodzka-Bestry M., Gałaszewski D., Hajdukiewicz M., Ślady przeszłości gry terenowe po Warszawie, Warszawa 2008. Frąckowiak P., Historyczna gra miejska, http://www.historiaregionalna.pl/gra-miejska/ http://muzhp.pl/pl/c/1510/gry-miejskie . Kleszczyński B., Gry na lekcji historii i zajęciach pozalekcyjnych, Kwartalnik Edukacyjny PCEN, Nr 73, Rzeszów 2013. Nowak A., Grywalizacja w edukacji wczesnoszkolnej możliwości wykorzystania metody w kształceniu uczniów klas 13, "Doświadczenia i propozycje naukowo-metodyczne", nr 63, 2017. Nowakowska O., Wszystko gra! gry miejskie w przestrzeni Warszawy, Homo Ludens, nr 1, 2011. Solska E., Historia w kulturze współczesnej, Lublin 2011	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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