

Subject card

Subject name and code	Why is no one watching this? Marketing of values and experiences in a cultural institution, PG_00177296						
Field of study	Theatre Studies						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional 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		3.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		Mateusz Gigiewicz				
	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		2.0		43.0	75
Subject objectives	The aim of the course is to develop knowledge, skills and competences in the field of designing and implementing marketing activities based on values and creating coherent and engaging experiences for recipients of cultural institutions. Students learn the specifics of marketing in the cultural sector, learn to build relationships with the audience, define a unique value proposition and create offers based on emotions, experiences and engagement of recipients. Particular emphasis is placed on the ability to combine the mission of the institution with the expectations and needs of different groups of recipients, taking into account the challenges and trends of the contemporary cultural market.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[WOTL3_K03] Understands the specific nature of the work of a theater specialist and organizer and animator of theater activities and is aware of ethical issues and professional problems related to performing this work.		K_W01 Has in-depth knowledge of the connections between performing arts and other areas of the humanities and is aware of the problems and research opportunities arising from the connections between these areas.		[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written		
	[WOTL3_W09] Has structured general knowledge about culture, in particular its anthropological and performative dimensions.		K_K04 Is able to act in an entrepreneurial manner in the management and organization of work in cultural institutions.		[SW1] oral statement/conversation/discussion [SW3] text preparation/written work		
	[WOTL3_W10] Knows the economic, legal, organizational and pedagogical aspects of theater activities.		K_U06 Is able to plan independent tasks and coordinate management projects under the supervision of a supervisor.		[SW1] oral statement/conversation/discussion [SW3] text preparation/written work		

Subject contents	Topics covered: Customer value and its importance in building a strategy for cultural institutions The power of experience in marketing activities of cultural institutions The image of the cultural market and cultural institutions Managing the value and experience of the customer of a cultural institution		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		50.0%	70.0%
		80.0%	30.0%
Recommended reading	Basic literature	Kotler, P., Kartajaya, H., Setiawan, I. (2017). Marketing 4.0. Era cyfrowa jak współtworzyć produkty, budować kulturę i angażować klientów. Warszawa: MT Biznes. Przybyszewska, A. (2016). Marketing w sektorze kultury. Teoria i praktyka. Warszawa: Difin. Izdebska, K., Mańkowska, M. (2020). Marketing w kulturze. Nowe wyzwania i trendy. Łódź: Wydawnictwo Uniwersytetu Łódzkiego. Kaczmarek, S., Stasiak, A., Włodarczyk, B. (2010). Kulturowe i turystyczne dziedzictwo miast. Warszawa: PWN. Hausner, J., Karwińska, A., Purchla, J. (red.) (2013). Kultura a rozwój. Warszawa: Narodowe Centrum Kultury.	
	Supplementary literature	Pawłowska, A. (2018). Zarządzanie doświadczeniami klienta w organizacjach sektora kultury. Warszawa: Difin. Korenik, S. (red.) (2012). Ekonomia kultury i sektora kreatywnego. Warszawa: C.H. Beck. Fedorowicz, M. (red.) (2010). Zarządzanie instytucjami kultury: wybrane zagadnienia. Warszawa: Wydawnictwo Naukowe Scholar. Wróblewski, Ł. (2017). Marketing w sektorze kultury. Nowe idee i trendy. Opole: Wydawnictwo Uniwersytetu Opolskiego.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Staging unforgettable experiences for cultural participants The need for cultural institution clients to experience and co-create experiences	
Work placement	Not applicable		

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