

Subject card

Subject name and code	Advertising technology, PG_00177340						
Field of study	Eastern Studies						
Date of commencement of studies	October 2023		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	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Hau				
	Teachers		dr Anna Hau				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		18.0	50
Subject objectives	The aim of the course is to provide students with basic knowledge of the functioning of contemporary advertising as a marketing communication tool, with particular emphasis on its functions, planning, media strategies, the creative process and the language of advertising, as well as developing ethical competences and critical thinking in relation to advertising messages in a social and cultural context.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SWSCHL3_U16] Can work in a group, assuming various roles within it	Can actively participate in team work, sharing responsibility for the achievement of a common goal (e.g. preparation of an advertising analysis/campaign), can perform different roles in a project team (leader, facilitator, doer), and can communicate effectively with team members, resolve conflicts and negotiate solutions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SWSCHL3_U09] Has the ability to substantively argue using the views of other authors and formulate conclusions	Can make logical and coherent written and oral statements on advertising, language, culture and media communication, using authors' positions, scientific sources and empirical data; can confront different views in a factual discussion and draw accurate conclusions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SWSCHL3_K01] Is aware of the scope of their professional knowledge and skills, as well as understands the need for further, continuous development of professional, personal, and social competencies	Can critically assess the extent of his/her knowledge and skills in the field of advertising technology and media culture, identifying development needs and understands the importance of intercultural, linguistic and interpersonal competences in the context of professional work and scientific activity.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[SWSCHL3_W01] Has knowledge of the subject-specific and methodological specifics of the scientific sub-disciplines constituting the field of Eastern Studies, primarily humanities disciplines such as cultural and religious studies, linguistics, and history	Recognises and applies specialist terminology in linguistics, communication and advertising and is able to analyse cultural texts, taking into account their various references using the tools of the humanities.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	Essence and functions of advertising. Planning of advertising activities. Advertising management advertising agencies, media houses, advertisers' advertising activities. Media strategies television, radio, press, outdoor advertising, interactive advertising, Internet, sales promotion. Advertising creation process marketing research, ad creation, conception (word, images, print art), creating a strong brand. Language of advertising - linguistic determinants of advertising, structure of the advertising message, intertextuality of advertising, cultural stereotypes, language games, genre syncretism, advertising versus other public discourses, advertising in the perspective of word ethics. Television advertising the creation of a script, production schedule, production of an advertisement, analysis of the cost of producing an advertisement. Radio advertising the nature of radio, ad creation, radio ad scripts, music ads, radio ad broadcasting methods. Press advertising. Trade mark and packaging. International advertising. Analysis of complete case study advertising campaigns.		
Prerequisites and co-requisites	Choice of faculty		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project: analysis of an advertising campaign	51.0%	80.0%
	participation in the discussion	51.0%	20.0%

Recommended reading	Basic literature	Caples J., Skuteczna reklama, Kraków 2001. Carpenter P., E-brands. Kreowanie marki w Internecie, Warszawa 2001. Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Warszawa 2001. Dębski M., Kreowanie silnej marki, Warszawa 2008. Goban-Klas T. Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i Internetu, Warszawa 1999. Kall J., Reklama, 2000. Kochan M. Slogany w reklamie i polityce, Warszawa 2002. Murdoch A., Kreatywność w reklamie, Warszawa 2005.
	Supplementary literature	Albin K., Reklama w telewizji, Warszawa 2002. Bralczyk J. Język na sprzedaż, Gdańsk 2004. Giedz-Topolewska T. Językowe wyznaczniki pragmatyki współczesnych rosyjskich tekstów reklamowych, Lublin 2005. Kall J., Jak zbudować silną markę od podstaw, Gliwice 2006. Marconi J., Marketing marki, Warszawa 2002.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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