

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                                                                |            |     |
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| Subject name and code                       | Market Communication Strategies, PG_00177886                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                                                                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| 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                            |                                     | 7.0                                                                                                                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          | Assessment form                         |                                     | exam                                                                                                                                           |            |     |
| Conducting unit                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | dr Liwia Delińska                       |                                     |                                                                                                                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 30.0                                                     | 45.0                                    | 0.0                                 | 0.0                                                                                                                                            | 0.0        | 75  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 75                                                       |                                         | 4.0                                 |                                                                                                                                                | 96.0       | 175 |
| Subject objectives                          | The aim of the course is to acquire the knowledge and skills necessary for planning and executing integrated marketing communications. Students will become familiar with both traditional and modern communication tools, the process of campaign creation, media selection, and the analysis of communication effectiveness. They will develop the competencies required to design effective messages and manage market communication, taking into account various stakeholder groups and channels of contact. |                                                          |                                         |                                     |                                                                                                                                                |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Method of verification                                                        |
|                                 | [ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.                                                                                                                                                                                                                                                                                                                                                                                                                                      | The student describes in detail the role of the market communication strategy within the management process system and identifies the challenges associated with its design and implementation in a dynamic market environment.                                                                                                                                                                                                                                                 | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
|                                 | [ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.                                                                                                                                                                                                                                                                                                                                                                                                                           | The student develops comprehensive market communication strategies by integrating knowledge of management, marketing, and economics, and proposes innovative solutions tailored to the market's specific characteristics and challenges.                                                                                                                                                                                                                                        | [SU2] presentation/project/paper/ report                                      |
|                                 | [ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.                                                                                                                                                                                                                                                                                                                                                                                                            | The student identifies and describes the relationships between the organization and its stakeholders in the context of communication strategies, and explains how environmental dynamics influence the choice of market communication tools and channels.                                                                                                                                                                                                                       | [SW4] test/exam - oral or written<br>[SW2] presentation/project/paper/ report |
| Subject contents                | <div>1. The market as a communication space market structure and stakeholders</div> <div>2. Introduction to integrated marketing communications</div> <div>3. Traditional marketing communication instruments</div> <div>4. Contemporary marketing communication instruments</div> <div>5. Advertising media classification and use</div> <div>6. Interpersonal communication in the sales process</div> <div>7. Creating marketing messages</div> <div>8. Communication campaign planning</div> <div>9. Organizing and coordinating communication activities within the company</div> <div>10. Analysis of market communication effectiveness</div> <div>11. New trends and the future of marketing communications</div> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Percentage of the final grade                                                 |
|                                 | written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 50.0%                                                                         |
|                                 | project work with the presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 50.0%                                                                         |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <div>1. G. Hajduk, Zarządzanie komunikacją marketingową. Integracja - nowe media outsourcing, Poltext, Warszawa 2020</div> <div>2. T. Taranko, Komunikacja marketingowa: istota, uwarunkowania, efekty, Oficyna Wolters Kluwer, Warszawa 2018.</div> <div>3. M. Jaworowicz, P. Jaworowicz, Skuteczna komunikacja w nowoczesnej organizacji, Difin, Warszawa 2017</div> <div>4. W. Wiktor, Komunikacja marketingowa. Modele, struktury, formy przekazu, PWN, Warszawa 2013</div> |                                                                               |
|                                 | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <div>1. N. Oruba, Strategia komunikacji w social mediach, OnePress, Gliwice 2022.</div> <div>2. D.M. Scott, Nowe zasady marketingu i PR. Jak poprzez social media, podcasty, content marketing, newsjacking oraz sztuczną inteligencję dotrzeć bezpośrednio do kupujących, MT Biznes, Warszawa 2022.</div> <div>3. C. Duhigg, Siła komunikacji, PWN, Warszawa 2024</div>                                                                                                        |                                                                               |
|                                 | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |
|                                 | Example issues/ example questions/ tasks being completed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <div>1. Prepare a communication campaign.</div> <div>2. List the traditional elements of marketing communication.</div>                                                                                                                                                                                                                                                                                                                                                         |                                                                               |
| Work placement                  | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |

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