

Subject card

Subject name and code	Political Marketing, PG_00152574						
Field of study	Journalism and Social Communication						
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 Optional subject group Specialty subject group Subject group related to practical vocational preparation		
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	practical		Assessment form		credit		
Conducting unit	Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Adam Majchrzak				
	Teachers		mgr Adam Majchrzak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		53.0	75
Subject objectives	The aim of the course is to provide knowledge about the specificity and role of political marketing as a form of political communication, as well as to learn the tools of political marketing, analyze political campaigns and the images of politicians created in the media, provide skills in preparing a political campaign and learn the role of the media in political marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The course participant has the skills to evaluate political messages and political advertisements.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	The course participant has the ability to work in a team to create political messages and political advertisements.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[DZiKSMU2_U08] He/she can conduct debates and participate in them, make substantive arguments using his/her own views and the views of other authors, formulate conclusions and create synthetic summaries.	The course participant has the ability to prepare and conduct a public speech of a political nature.	[SU3] text preparation/written work [SU6] demonstration of practical skills
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The course participant knows how to use the theory of political marketing in practice to make their messages reach the public more effectively.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
Subject contents	- analiza tekstów z dyskusją - analiza zdarzeń krytycznych (przypadków) - debata - dyskusja - praca w grupach - wykład z prezentacją multimedialną		
Prerequisites and co-requisites	Communication skills, basic knowledge about society and the functioning of the media on the market and advertising activities in the context functioning of the media. Ability to interpret socio-economic phenomena.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	pass with grade	0.0%	80.0%
	activity	0.0%	20.0%
Recommended reading	Basic literature 1. Cwalina W., Falkowski A., Marketing polityczny. Perspektywa psychologiczna, Gdańsk 2005. 2. Dobek-Ostrowska B., Komunikowanie polityczne i publiczne, Warszawa 2012. 3. Dobek-Ostrowska B., Porozumienie czy konflikt?. Politycy, media i obywatele w komunikowaniu, Warszawa 2009. 4. Jabłoński W., Marketing polityczny a public relations. Różnice, podobieństwa, kontrowersje, Warszawa 2014. 5. Maliszewski N., Jak zaprogramować wyborcę?, Warszawa 2008. 6. Trzeciak S., Drzewo kampanii wyborczej, czyli jak wygrać wybory, Sopot 2014. 7. Jeziński M. (red.), Marketing polityczny: w poszukiwaniu strategii wyborczego sukcesu, Toruń 2009. 8. Zieliński J., Marketing polityczny w Internecie, Toruń 2013.		

	Supplementary literature	1. Wiszniowski R., Kasińska-Metryka A. (red.), Marketing polityczny. Doświadczenia polskie, Toruń 2013. 2. Jabłoński A.W., Sobkowiak L. (red.), Marketing polityczny w teorii i praktyce, Wrocław 200 Hofman I. (red.), Marketing polityczny: teoria i praktyka, Lublin 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparing the presidential candidate's election campaign and presenting individual tasks during classes, conducting a candidate debate.	
Work placement	Not applicable	

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