

Subject card

Subject name and code	Social Marketing, PG_00178802						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Kęprowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	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	32		2.0		91.0	125
Subject objectives	The aim of the course is to deepen students' knowledge and skills in the design, implementation and evaluation of marketing strategies aimed at shaping pro-social attitudes and behaviours. Students will learn the theoretical foundations of social marketing and practical tools used in social campaigns, with a particular focus on social, health, environmental and civic issues. The course develops the analytical, communication and strategic skills needed to conduct effective marketing activities in the public sector, non-governmental organisations and social initiatives.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 recognises and describes the nature and dynamics of the relationship between the organisation and its stakeholders, indicating their importance for the functioning of the organisation; compares and evaluates complex phenomena and processes occurring in the organisation's environment, taking into account their variability and impact on organisational activities.	[SW4] test/exam - oral or written
	[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, analyses and interprets complex or unusual management problems arising in professional work; selects and applies structured, detailed knowledge in the field of management and quality sciences, as well as economics and finance, in order to resolve dilemmas and create solutions, including innovative ones.	[SU2] presentation/project/paper/report
	[ZARZMU2_K03] The student is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others in this area.	Students analyse the needs of the social environment and the public interest, design entrepreneurial and responsible activities, initiate, coordinate and participate in social projects, and inspire others to become involved in this area.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	Lecture content: 1. Introduction to social marketing. 2. Models of behavioural change and their application. 3. Identification of social problems. 4. Social economy as an area of marketing activities. 5. NGOs as broadcasters of social campaigns. 6. Segmentation of social campaign audiences. 7. Formulating social offers and values. 8. Designing social campaigns methodology. 9. Communication channels in social campaigns. 10. Campaign message and social storytelling. 11. Ethics in social marketing. 12. Evaluating and measuring campaign effectiveness. 13. Cross-sector cooperation in social campaigns. Exercise content: The aim of the course is for students to acquire practical skills in designing and planning social campaigns. Students will learn methods of social needs analysis, strategic planning and social message creation. The end result will be a ready-made promotional campaign concept that can be offered to a real partner from the NGO sector.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	projekt semestralny	51.0%	50.0%
	written exam	51.0%	50.0%
Recommended reading	Basic literature	1. Maison D., Prochenko P., Stafiej A., Propaganda dobrych serc, czyli rzecz o reklamie społecznej, Agencja Wasilewski, Kraków 2002. 2. Doliński D., Psychologiczne mechanizmy reklamy, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2003. 3. Bogunia Borowska M., 2002. Koncepcja marketingu społecznego w: Marketing i Rynek. Nr 2. 4. Limański A., Drabik I.: Marketing w organizacjach non-profit, Warszawa 2007.	
	Supplementary literature	1. Sargeant A.: Marketing w organizacjach non profit, Kraków 2004. 2. S. Kuczamer-Kłopotowska, A. Kalinowska-Żeleźnik, A. Lusińska, The reflections of the CSR strategy in the activities of a public medium, as exemplified by Radio Gdańsk, Journal of Organizational Change Management. - 2017, Vol. 30, iss. 2.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	What are the main objectives of social marketing and how do they differ from traditional commercial marketing? How can organisations effectively engage the public in social marketing campaigns? Give examples of successful initiatives. What tools and techniques are most commonly used in social marketing to shape the attitudes and behaviours of audiences? What challenges can organisations implementing social marketing campaigns encounter and how can they be overcome? How important are emotions and storytelling for the effectiveness of social campaigns? Give examples of their use. How can commercial companies integrate elements of social marketing into their business strategies without losing credibility?
Work placement	Not applicable

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