

Subject card

Subject name and code	Marketing and Organization in Publishing Company, PG_00141481						
Field of study	Polish Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Optional subject group Humanistic-social 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			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Applied Polish Studies -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Wojciechowska				
	Teachers						
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 is to present students with the economics of publishing and marketing activities on the book market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FPL3_K03] Reliably and with commitment, he carries out professional tasks in accordance with the profession's appropriate code of ethics.	The student: knows the scope of his knowledge regarding the economic methods and organization of book marketing in a publishing house, understands the need for continuous education and professional development, is aware of the importance of marketing activities and their impact on communication between the publisher and the reader, understands the ethical issues related to responsibility for the accuracy and reliability of marketing information provided to potential readers.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[FPL3_U08] Is capable of planning and organizing work in a team and using various methods and forms of work in literary and linguistic methodology related to the chosen specialty.	Student: is able to segment the bookselling and publishing market for the needs of publishing advertising, has the ability to conduct basic marketing research among real and potential reading groups, is able to design a simple campaign to promote a selected publishing item.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[FPL3_W12] Has an specific knowledge of literary and linguistic studies in the field of the chosen specialty, allowing to understand the phenomena of contemporary culture and act ethically within the chosen specialty.	Student: is able to determine what marketing activities in a publishing house involve, has organized basic knowledge of marketing activities tools and publishing economics.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	Introduction to the economics of publishing. Marketing of publications. Book advertising: history of book advertising, contemporary forms of book advertising, advertising of belles-lettres, advertising of scientific books, advertising of women's publishing houses (magazines, guides, romance literature), advertising of children's books (textbooks, fiction and entertainment literature, children's and youth magazines), advertising art books, comics, manga. Book advertising on the Internet and distribution of e-books. The impact of book advertising on Poles' reading. Book markets.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	50.0%	80.0%
	activity	50.0%	20.0%

Recommended reading	Basic literature	Baverstock Alison: Marketing w wydawnictwie. Kraków: BMR, 1997. Davies Gill: Nabywanie tytułów: organizacja i zarządzanie w redakcji. Kraków: BMR, 1997. Frołow Kuba: Jak wypromowano bestseller. Warszawa: Biblioteka Analiz, 2006. Frołow Kuba: Public relations na rynku książki. Warszawa: Biblioteka Analiz, 2007. Rynek książki w Polsce 2016. Warszawa: Biblioteka Analiz, 2017. Świata Marcin: Zachowania konsumentów i marketing na rynku książki. Warszawa: Biblioteka Analiz, 2003. Dawidowicz-Chymkowska Olga: Ruch wydawniczy w liczbach 2022. Książki. Warszawa 2023 Kaleta Krzysztof: Międzynarodowe Targi Książki w Warszawie: historia i teraźniejszość. Warszawa 2005. Straus Grażyna, Wolff Katarzyna: Czytanie, kupowanie, wypożyczanie: społeczny zasięg książki w Polsce w 2004 r. Warszawa 2006. Wodniak Katarzyna: Współczesna prasa kobieca a sprawy książki. Warszawa 2004. Zając Michał: Promocja książki dziecięcej. Warszawa 2000.
	Supplementary literature	Patrzalek Wanda: Elementy marketingu na rynku prasy. Wrocław: Wydaw. Uniwersytetu Wrocławskiego, 2001. Straus Grażyna, Wolff Katarzyna: Sienkiewicz, Mickiewicz, Biblia, harlequiny Warszawa 2002.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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