

Subject card

Subject name and code	Market Communication Strategies, PG_00178798						
Field of study	Management						
Date of commencement of studies	October 2026	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	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	16.0	24.0	0.0	0.0	0.0	40
	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	40		2.0		133.0	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.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 [SW2] presentation/project/paper/report
	[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 [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> 1. The market as a communication space market structure and stakeholders 2. Introduction to integrated marketing communications 3. Traditional marketing communication instruments 4. Contemporary marketing communication instruments 5. Advertising media classification and use 6. Interpersonal communication in the sales process 7. Creating marketing messages 8. Communication campaign planning 9. Organizing and coordinating communication activities within the company 10. Analysis of market communication effectiveness 11. New trends and the future of marketing communications 		
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	<ol style="list-style-type: none"> 1. G. Hajduk, Zarządzanie komunikacją marketingową. Integracja - nowe media outsourcing, Poltext, Warszawa 2020 2. T. Taranko, Komunikacja marketingowa: istota, uwarunkowania, efekty, Oficyna Wolters Kluwer, Warszawa 2018. 3. M. Jaworowicz, P. Jaworowicz, Skuteczna komunikacja w nowoczesnej organizacji, Difin, Warszawa 2017 4. W. Wiktor, Komunikacja marketingowa. Modele, struktury, formy przekazu, PWN, Warszawa 2013 	
	Supplementary literature	<ol style="list-style-type: none"> 1. N. Oruba, Strategia komunikacji w social mediach, OnePress, Gliwice 2022. 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. 3. C. Duhigg, Siła komunikacji, PWN, Warszawa 2024 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Prepare a communication campaign. 2. List the traditional elements of marketing communication. 		
Work placement	Not applicable		

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