

Subject card

Subject name and code	Gamification in Education and Marketing , PG_00190195						
Field of study	Historical game design						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Humanistic-social subject group 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			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Didactic History -> Institute of History -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Waław Kulczykowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	45.0	0.0	0.0	0.0	45
	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	45		0.0		30.0	75
Subject objectives	To familiarize students with the issue of gamification as a method used in education and marketing. Preparing students to use innovative solutions and modern information technologies and their practical application in teaching history and marketing. Developing skills related to individual and team preparation of a gamified project, including the ability to conduct discussions, present one's own concept and justify one's own position.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PGHL3_K04] Identifies opportunities to apply his/her historical and creative competences in activities serving the public interest	The student designs and justifies the use of gamification elements in educational or marketing activities, taking into account audience needs and the potential application of historical knowledge and creative competencies in initiatives serving the public interest.	[SK2] presentation/project/paper/report
	[PGHL3_U02] Selects appropriate methods and tools, including appropriate information and communication technologies, suited to the problem at hand	Is able to select and apply various methods and tools, including advanced information and communication techniques, in order to effectively design and implement gamification in education and marketing	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[PGHL3_W10] Explains the basic economic, legal, ethical, and other conditions of professional activity related to historical games, including key concepts and principles of industrial property protection and copyright law	Has knowledge enabling understanding and application of basic concepts and principles of industrial property and copyright protection in the context of historical games and their application in education and marketing	[SW1] oral statement/conversation/discussion
	[PGHL3_U07] Works efficiently within a project team, coordinating individual tasks with group work	Is able to effectively plan and organize work both individually and within project teams in the context of using gamification in education and marketing	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	Familiarizing students with the ways of using gamification as a method used in education and marketing; practical discussion of gamification tools; presenting ways of creating an educational/marketing project based on the gamification method		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Projekt zaliczeniowy	50.0%	70.0%
	Aktywność na zajęciach	50.0%	30.0%
Recommended reading	Basic literature	Osica N., Niedzicki W., Sztuka promocji nauki, Warszawa 2017. Popularyzacja nauk historycznych teoria i praktyka. Zbiór studiów, red. D. Gołaszewska-Rusinowska, M. Mielewska, T. Sińczak Toruń 2018. Siadkowski J., Grywalizacja w działaniu, dostępna w Internecie: https://www.dkkadr.waw.pl/wp-content/uploads/2019/11/Grywalizacja_v13.pdf Złotek M., Grywalizacja - wykorzystanie mechanizmów z gier jako motywatora do zmiany zachowania ludzi, Kraków 2017. Domańska E., Historie niekonwencjonalne. Refleksja o przeszłości w nowej humanistyce, Poznań 2006. Gra w historię, historia w grach, red. T. Bazylewicz, Ł. Hajdrych Poznań 2018. Historia w przestrzeni publicznej, red. J. Wojdon, Warszawa 2019. Państwo i Społeczeństwo, Teoretyczne i praktyczne aspekty grywalizacji, r. XVIII, nr 1, red. J. Aksamian, J. Bierówka, Kraków 2018.	
	Supplementary literature	Brodzka-Bestry M., Gałaszewski D., Hajdukiewicz M., Ślady przeszłości gry terenowe po Warszawie, Warszawa 2008. Frąckowiak P., Historyczna gra miejska, http://www.historiaregionalna.pl/gra-miejska/ http://muzhp.pl/pl/c/1510/gry-miejskie . Kleszczyński B., Gry na lekcji historii i zajęciach pozalekcyjnych, Kwartalnik Edukacyjny PCEN, Nr 73, Rzeszów 2013. Nowak A., Grywalizacja w edukacji wczesnoszkolnej możliwości wykorzystania metody w kształceniu uczniów klas 13, "Doświadczenia i propozycje naukowo-metodyczne", nr 63, 2017. Nowakowska O., Wszystko gra! gry miejskie w przestrzeni Warszawy, Homo Ludens, nr 1, 2011. Solska E., Historia w kulturze współczesnej, Lublin 2011	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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