

Subject card

Subject name and code	Political Marketing, PG_00190995						
Field of study	Political Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2028/2029	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study 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	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			3.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jarosław Och				
	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		0.0		45.0	75
Subject objectives	.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_K01] Is prepared to participate in public life and in teams implementing social, political and civic projects at various levels of participation, and uses the acquired knowledge, skills and competencies to act in an entrepreneurial manner.	.	[SK6] demonstration of practical skills
	[POLL3_K02] Is prepared to set priorities for accomplishing tasks assigned to oneself and to others, as well as to participate in the development of institutionalized forms of civic engagement, including assuming leadership roles.	.	[SK6] demonstration of practical skills
	[POLL3_K04] Recognizes the necessity of maintaining an appropriate ethical stance in professional and public activities, and is prepared to take into account and respect different points of view arising from diverse political, cultural, and social contexts.	.	[SK6] demonstration of practical skills
	[POLL3_W12] Has knowledge of the mass media and their role in society.	.	[SW1] oral statement/ conversation/discussion
	[POLL3_U04] Can determine the mechanisms of functioning of political organisations, including planning and organising the work of oneself and the team, preparing social, political, economic and civic projects (including those involving cooperation with other people), taking into account legal and political aspects in the field of social sciences politics, independently supplementing knowledge and obtaining information, using various sources and technological possibilities.	.	[SU5] implementation of a problem task
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.	.	[SU5] implementation of a problem task
	[POLL3_K06] Is prepared to critically evaluate historical, economic, social, and cultural processes and phenomena thanks to an awareness of the interdependencies between them and politics.	.	[SK1] oral statement/conversation/ discussion
[POLL3_K03] Is prepared to work in public organisations and institutions, including public administration bodies, political parties and other national and international organisations.	.	[SK5] implementation of a problem task	
Subject contents	.		
Prerequisites and co-requisites	.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	.	51.0%	70.0%
	.	70.0%	30.0%
Recommended reading	Basic literature	.	
	Supplementary literature	.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	..		
Work placement	Not applicable		

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