

**Subject card**

<b>Subject name and code</b>	Political marketing workshops, PG_00191008						
<b>Field of study</b>	Political Studies						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>				2028/2029	
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>				Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study	
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	3	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	5	<b>ECTS credits</b>				3.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>				credit	
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Katarzyna Kamińska-Korolczuk				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		0.0		45.0	75
<b>Subject objectives</b>							

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[POLL3_W14] Has advanced knowledge of the political organization of societies, states, and other political actors, the processes of their transformation, as well as relationships and networks at the local, regional, national, and international levels, within the framework of the selected module (specialization).		
	[POLL3_W04] Has knowledge of the historical, economic, social, legal, ethical, and cultural determinants of political life, as well as of the structures in which this life unfolds, their origins, and transformations.		
	[POLL3_U06] Can explain and describe the principles and values of a democratic state and actively participate in public discourse.		
	[POLL3_U02] Is able to analyze and describe the origins and course of social, political, economic, legal, ethical, and cultural processes and phenomena from a historical perspective, as well as in contemporary states and globally, using theoretical knowledge.		
	[POLL3_U01] Can correctly interpret and explain the behaviour of individuals and social groups in social life, especially political life.		
	[POLL3_K05] Has a need to supplement, expand and improve acquired knowledge and skills.		
[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.			
Subject contents			
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
Recommended reading	Basic literature		
	Supplementary literature		
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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