

Subject card

Subject name and code	Great brands, unforgettable campaigns, PG_00209022						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English students must be able to speak English at a level that allows for active participation - conversation and presentation		
Semester of study	5		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Michalina Ahmad				
	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		0.0	30
Subject objectives	The aim of the course is to familiarise students with case studies of selected, most important advertising campaigns of the 20th century.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	the student uses the provided information to independently analyze advertising campaigns	[SK5] implementation of a problem task
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	the student identifies the differences between persuasion and manipulation techniques in brand advertising campaigns	[SK1] oral statement/conversation/discussion
	[DZiKSL3_W06] He/she has knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines.	the student knows of the specifics of communication in advertising campaigns	[SW1] oral statement/conversation/discussion
	[DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation.	the student knows of the problems and dilemmas related to running advertising campaigns	[SW1] oral statement/conversation/discussion
	[DZiKSL3_U02] He/she can describe, critically analyse, synthesise and evaluate the collected information, taking into account economic, philosophical, cultural, historical, political and sociological processes and phenomena relevant to the field of study.	the student critically analyzes a selected example of an advertising campaign, paying attention to the cultural, political, economic and social context	[SU5] implementation of a problem task
	[DZiKSL3_U07] He/she takes part in a debate involving media, presenting, assessing and discussing various opinions and positions.	the student develops his/her own example of analysis of a selected advertising campaign of a given brand and critically evaluates it	[SU5] implementation of a problem task
Subject contents	An analysis of case studies of advertising campaigns for individual brands: De Beers, Coca-Cola, McDonald's, Lee, etc., taking into account the historical, social, and cultural context. 1. De Beers - why do women love diamonds? 2. Clairol - a brand that broke taboos and what happened next 3. Coca-Cola - from the beginnings to global expansion 4. Volkswagen - a story about rebranding a brand that was "doomed to failure." 5. McDonald's - history, controversy, and advertising 6. Lee - a brand for "real men" discovers the power of femininity		
Prerequisites and co-requisites	Knowledge of basic concepts in the field of marketing and advertising		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project - analysis and discussion (speaking in public) of a selected advertising campaign	51.0%	70.0%
	participation in the classes	51.0%	30.0%
Recommended reading	Basic literature	Kotler p., Keller K., Marketing, Poznań 2015. or other editions Russel T.J., Lane W.R., Advertising according to Otto Kleppner, Warsaw 2000.	
	Supplementary literature	Rothman H., 50 companies, that changed the world, Warszawa 2001.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Prepare a project, individually or in a group of up to three people, on a selected advertising campaign from the late 20th and early 21st centuries (for a brand different from those discussed in class). Consider the historical, social, and cultural context. The format will be a video recording (with your own voice), a podcast (with your own voice (not AI-generated), or a presentation (not AI-generated).		

Work placement	Not applicable
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