

Subject card

Subject name and code	Election campaigns, PG_00203910						
Field of study	Diplomacy						
Date of commencement of studies	October 2027		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	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							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Danuta Plecka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		2.0		43.0	75
Subject objectives	The aim of the classes is to present the issue of the election campaign, discuss the methodology of its preparation and exemplification in political activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DYPL3_K04] Is prepared to identify and solve problems in professional work.	can cooperate and work in a group	[SK6] demonstration of practical skills
	[DYPL3_K08] Uses acquired knowledge and skills to act in an entrepreneurial manner.	can cooperate and work in a group	[SK5] implementation of a problem task
	[DYPL3_U08] Is aware of the relationships between politics, diplomacy, and historical, economic, social, and cultural processes. Can assess them and draw conclusions in the context of politics and diplomacy.	can use basic content manipulation techniques for preparation campaign, - knows how to prepare a project for an indirect/direct campaign	[SU6] demonstration of practical skills
	[DYPL3_U12] Can prepare social, political, economic, and civic projects, including those carried out in teams. Takes into account legal and political aspects related to diplomacy. Independently supplements knowledge and acquires information from various sources and technologies.	can use basic content manipulation techniques for preparation campaign, - knows how to prepare a project for an indirect/direct campaign	[SU1] oral statement/conversation/discussion
	[DYPL3_W04] Has advanced knowledge of the role of humans as entities shaping and constructing social structures and institutions operating in politics and diplomacy.	defines basic concepts regarding election campaigns, - can discuss the basic techniques used in election campaigns,	[SW1] oral statement/conversation/discussion
	[DYPL3_W11] Has advanced knowledge of the principles and relationships between management, organization, and entrepreneurship in diplomacy, including the threats and challenges facing diplomacy, as well as the principles of creating and developing forms of individual entrepreneurship.	defines basic concepts regarding election campaigns, - can discuss the basic techniques used in election campaigns,	[SW2] presentation/project/paper/report
Subject contents	Election campaign and its characteristics - definition, scope, classification, creators and their role in the campaign organization process, Campaign as a form of social, political and marketing communication - defining, basic elements of communication (formal communication and informal), identification of areas of campaign use and characteristics of promotional elements. Methodology of preparing election campaigns - identifying the goal and scope, developing and controlling the budget, establishing a plan and program, selection location, planning marketing and public relations activities, managing the course of the meeting, closing and evaluation. Areas of crisis situations related to election campaigns.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	praca pisemna	51.0%	100.0%
Recommended reading	Basic literature	B. Kaplan, Mit racjonalnego wyborcy, Warszawa 2017. P. Kowalski, Wolność wypowiedzi w kampaniach wyborczych, Łódź 2021. W. K. Szalkiewicz, Praktyki manipulacyjne w polskich kampaniach wyborczych, Kraków-Warszawa 2014. S. Trzeciak, Drzewo kampanii wyborczej, czyli jak wygrać wybory, Gdańsk 2014.	
	Supplementary literature	A.2. studiowana samodzielnie: Dobek-Ostrowska B.: Podstawy komunikowania społecznego, Wydawnictwo Astrum, Wrocław 1999. B. Literatura uzupełniająca: A. Rakowska-Trela, Kampania wyborcza w regulacji prawnej i w praktyce, Łódź 2016	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Citizen in the election process. Political civic competences. Techniques and methods of election campaigns.		
Work placement	Not applicable		

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