

Title Designing of promotional campaigns	Code 10111053310111501424
Field Management - Part-time studies - Second-cycle studies	Year / Semester 2 / 3
Specialty Interpersonal Communication Engineering and Public Relations	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 3
	Language -

Lecturer:

dr Jerzy Przybysz
Pracownia Humanistyki i Komunikacji w Zarządzaniu
ul. Strzelecka 11
60-965 Poznań
tel.(61) 665-34-00
e-mail: jerzy.przybysz@put.poznan.pl

Faculty:

Faculty of Engineering Management
ul. Strzelecka 11
60-965 Poznań
tel. (61) 665-33-74, fax.
e-mail: office_fem@put.poznan.pl

Status of the course in the study program:

Elective subject

Assumptions and objectives of the course:

The course aims to provide students with theoretical knowledge and its practical applications

Contents of the course (course description):

Promotion in the marketing mix. Socio-cultural determinants of promotion. The concept, the essence and form of promotional campaigns. Strategy and tactics of campaigning. Stages of promotional campaigns. Evaluation of the effectiveness of the campaign. Big promotion campaigns in Poland. Brief as a summary of the strategy-promotion (advertising, PR). Internetapplication in the promotion. Basics of designing a campaign on the Internet.

Introductory courses and the required pre-knowledge:

Basic knowledge of designing promotional campaigns

Courses form and teaching methods:

Lecture

Form and terms of complete the course - requirements and assessment methods:

Project

Basic Bibliography:

Additional Bibliography: