

Title <b>Designing of promotional campaigns</b>	Code <b>10111053410111501450</b>
Field <b>Management - Part-time studies - Second-cycle studies</b>	Year / Semester <b>2 / 4</b>
Specialty <b>Interpersonal Communication Engineering and Public Relations</b>	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: -	Number of credits <b>3</b>
	Language <b>polish</b>

**Lecturer:**

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**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:**