

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Campaign Design		Code 1011105331011150176
Field of study Management - Part-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Interpersonal Communication Engineering	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer: dr Jerzy Przybysz email: jerzy.przybysz@put.poznan.pl tel. (61) 665-34-00 Pracownia Humanistyki i Komunikacji w Zarządzaniu ul. Strzelecka 11, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Rudimental categories and terms of promotional mix
2	Skills	Basical knowledge on marketing communication in magagement practice
3	Social competencies	Understanding the meaning og marketing communication on the field of social communication
Assumptions and objectives of the course: Making students familiar with the problems of marketing communication and wasy of applying in projects of promotional campaigns.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Of constextual sciences in relation to ergological and their methods and common features and terms - [K2A_W01] 2. Of realtions in holdings and syndicates and company deparments - [K2A_W05] 3. Of methods of modelling decisive processes - [K2A_W09] 4. Of juridical norms, their sources, changes and the role played in organizations - [K2A_W12] 5. Of ethical norms, their sources, nature and changes and the role played in organizations - [K2A_W13]		
Skills:		
1. Can properly interpret key social, cultural, political, legal and economical phenomenons and relations existing among them - [K2A_U01] 2. Can apply theretical knowledge in describing social processes and phenomenons, formulating own opinions and finding proper tools of analysis - [K2A_U02] 3. Can prognose and build simulations higher and complicated social processes - [K2A_U04] 4. Can apply knowledge on various fields in a way of critical valuation - [K2A_U06] 5. Can uderstand and analyze social phenomenons with theoretical valuation on chosen fields of interest - [K2A_U08]		
Social competencies:		

1. Understands cause and effect relationship and can prepare a strategy of solving many problems at the same time - [K2A_K03]
2. Understands the role of professional behaviour, accepting ethical codes and respecting various cultures and attitudes - [K2A_K04]
3. Ability of playing important part in social projects and managing problems resulting from them - [K2A_K05]
4. Understands the role of cross-disciplinary knowledge and ability to solve complex problems with a help of interdisciplinary teams - [K2A_K06]

Assessment methods of study outcomes		
Written test		
Course description		
Promotion in marketing mix. Social and cultural determinants of promotion. The term and nature of promotional campaigns. Strategy and tactics of campaign. Stages of promotional campaigns. The valuation of campaign effectiveness. Great promotional campaigns in Poland. Briefing of promotional strategies (PR, adv.). Internet in promotion. Internet campaigns projects.		
Basic bibliography:		
1. W. Nowak, Media planning, Proteus, Kraków, 2001		
2. J. Beliczyński, Planowanie mediów w zarządzaniu reklamą, Antykwa, Kraków, 1999		
Additional bibliography:		
1. J. Przybysz, D. Mendlewski, Public relations w Internecie, Zeszyty Naukowe PP. Humanistyka i Nauki Społeczne, nr54/2005, Poznan, 2005		
Result of average student's workload		
Activity	Time (working hours)	
1. Preparing for final test	5	
2. Lectures	10	
3. Own student	15	
Student's workload		
Source of workload	hours	ECTS
Total workload	30	3
Contact hours	15	1
Practical activities	15	1