

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Methodology of design communication campaigns		Code 1011105221011108874
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Communication Management in	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 Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Rudimentary categories and concepts in the field of promotion-mix
2	Skills	Basic knowledge of marketing communication in management practice
3	Social competencies	Understanding the importance of knowledge in the field of marketing communication in the area of ??social communication
Assumptions and objectives of the course:		
The aim of the course is to familiarize students with the problems of marketing communication and the possibilities of its application to the design of promotional campaigns		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. has knowledge of the subject of contextual sciences in relation to management sciences and ergological sciences and applied research methods, as well as common and specific conceptual apparatus in relation to management sciences - [K2A_W01] 2. has knowledge about connections existing in corporations and holdings and in-depth knowledge about organizational relationships occurring between organizational units of a company - [K2A_W05] 3. knows the methods and tools for modeling decision-making processes - [K2A_W09] 4. has in-depth knowledge of legal norms, their sources, changes and ways to influence organizations - [K2A_W12] 5. has in-depth knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations - [K2A_W13]		
Skills:		

1. can correctly interpret and explain social, cultural, political, legal and economic phenomena) and mutual relations between social phenomena - [K2A_U01]
2. can use theoretical knowledge to describe and analyze the causes and processes of social processes and phenomena (cultural, political, legal, economic) and can formulate their own opinions and critically select data and methods of analysis - [K2A_U02]
3. is able to forecast and model complex social processes including phenomena from various areas of social life (cultural, political, legal, economic) with the use of advanced methods and tools in the field of economic sciences and the discipline of management sciences - [K2A_U04]
4. has the ability to use the acquired knowledge in various fields and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge - [K2A_U06]
5. has the ability to understand and analyze social phenomena, extended to the ability of theoretically deepened assessment of these phenomena in selected areas, using the research method - [K2A_U08]
Social competencies:
1. can see causal relationships in the implementation of goals and rank the importance of alternative or competitive tasks - [K2A_K03]
2. is aware of the importance of behavior in a professional manner, adherence to the principles of professional ethics and respect for the diversity of views and cultures - [K2A_K04]
3. is able to provide substantive input in the preparation of social projects and manage projects resulting from these projects - [K2A_K05]
4. is aware of the interdisciplinary knowledge and skills needed to solve complex organizational problems and the need to create interdisciplinary teams - [K2A_K06]

Assessment methods of study outcomes		
Final test		
Course description		
Promotion in marketing-mix. Socio-cultural determinants of promotion. The concept, essence and forms of promotional campaigns. Strategy and tactics of running a campaign. Stages of promotional campaigns. Evaluation of campaign effectiveness. Big promotional campaigns in Poland. Brief summary of the promotional strategy (advertising, PR). Internet application in the promotion. The basics of campaign design on the Internet.		
Basic bibliography:		
1. Blackwell E., (2005), Biznesplan od podstaw, Wydawnictwo One Press,		
2. Cieślak J., (2008), Przedsiębiorczość dla ambitnych, Jak uruchomić własny biznes, Wydawnictwa Akademickie i Profesjonalne, Warszawa,		
3. W. Nowak, Media planning, Proteus, Kraków, 2001		
4. J. Beliczyński, Planowanie mediów w zarządzaniu reklamą, Antykwa, Kraków, 1999		
Additional bibliography:		
1. Krajewski K., Śliwa J., (2004), Lokalna przedsiębiorczość w Polsce. Uwarunkowania rozwoju, Wyd. Naukowe Wydziału Zarządzania UW, Warszawa,		
2. Rakowska A., (2005), Kompetencje współczesnego menedżera. W. Zarządzanie kompetencjami w organizacji, Warszawa,		
3. 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. Preparation for the test	5	
2. Participation in classes	15	
3. Student	10	
Student's workload		
Source of workload	hours	ECTS
Total workload	20	2
Contact hours	10	1
Practical activities	10	1