



UNIWERSYTET  
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W POZNANIU

## Marketing communication workshops

### Educational subject description sheet

#### Basic information

<b>Study programme</b> Global Communication		<b>Didactic cycle</b> 2023/24
<b>Speciality</b> -		<b>Subject code</b> 09GLCS.18KP.02919.23
<b>Organizational unit</b> Faculty of Modern Languages and Literatures		<b>Lecture languages</b> English
<b>Study level</b> First-cycle programme		<b>Course type</b> Obligatory
<b>Study form</b> Full-time		<b>Block</b> Basic major subjects
<b>Education profile</b> General academic		
<b>Subject coordinator</b>	Kinga Kowalewska	
<b>Lecturer</b>	Kinga Kowalewska	
<b>Period</b> Semester 4	<b>Activities and hours</b> • Workshops: 30, Graded credit	<b>Number of ECTS points</b> 4

#### Goals

Code	Goal
C1	Providing knowledge and basic terms connected with marketing communication.
C2	Teaching to analyse advertising messages in a critical and reflective way.
C3	Shaping the awareness of the role of cultural differences and ethics in marketing communication.
C4	Teaching to prepare an advertising message.
C5	Teaching to prepare an appropriately designed oral and multimedia presentation.

## Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
<b>Knowledge - Student:</b>			
W1	has basic knowledge of the theory of marketing communication and is familiarised with the field's basic concepts and terminology	GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Project, Multimedia presentation
W2	has basic knowledge of the theory of advertising and is familiarised with basic concepts and terminology	GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Project, Multimedia presentation
W3	understands and explains mechanisms of advertising and the role of language and non-language resources in this discourse	GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Project, Multimedia presentation
<b>Skills - Student:</b>			
U1	identifies, analyses and critically interprets various forms of marketing communication	GLC_K1_U01, GLC_K1_U03, GLC_K1_U05, GLC_K1_U06	Project, Multimedia presentation
U2	uses appropriate terminology related to various aspects of marketing communication	GLC_K1_U01, GLC_K1_U03	Project, Multimedia presentation
U3	synthesizes knowledge of different components of an effective advertising message	GLC_K1_U01, GLC_K1_U03, GLC_K1_U05	Project, Multimedia presentation
U4	prepares an appropriately designed oral and multimedia presentation	GLC_K1_U01, GLC_K1_U03, GLC_K1_U05, GLC_K1_U09	Project, Multimedia presentation
<b>Social competences - Student:</b>			
K1	is ready to update and develop their knowledge, skills and competences related to marketing communication	GLC_K1_K01, GLC_K1_K03	Project, Multimedia presentation
K2	is sensitive to cultural differences and ethical issues related to marketing communication and advertising	GLC_K1_K01, GLC_K1_K03, GLC_K1_K07, GLC_K1_K08	Project, Multimedia presentation

## Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining marketing communication	W1, W2, U1, U2, U4, K1	Workshops
2.	Advertising strategies (e.g. advertising slogans, celebrity endorsement, product placement)	W1, W2, W3, U1, U2, K1	Workshops
3.	Marketing strategies (e.g. tricks and promotions)	W3, U1, U2, K1	Workshops
4.	Stereotypes and cultural diversity in advertising	W3, U1, U2, K1	Workshops
5.	Music in TV and radio commercials	W3, U1, U2, K1, K2	Workshops
6.	Emotional load and sense of humour in marketing messages	W3, U1, U2, K1, K2	Workshops

No.	Course content	Subject learning outcomes	Activities
7.	Controversial and banned advertisements	W3, U1, U2, K1, K2	Workshops
8.	Structure and graphic layout of a print messages	W3, U1, U2, U3, U4, K1	Workshops
9.	Verbal and nonverbal aspects of public speaking	W3, U1, U2, U3, U4, K1, K2	Workshops

### Additional information

Activities	Teaching and learning methods and activities
Workshops	Discussion, Case study, Workshop method, Project method, Demonstration and observation, Audio and/or video demonstrations, Work in groups

Activities	Credit conditions
Workshops	<ul style="list-style-type: none"> <li>Attendance is obligatory.</li> <li>Two unjustified absences are allowed.</li> <li>Preparation of project and multimedia presentation.</li> </ul>

### Literature

#### Obligatory

1. Bovée, C. L. and J.V. Thill. 1992. Marketing. New York: McGraw-Hill.
2. Craig, R. 1999. "Communication theory as a field". Communication Theory 9. 119-161.
3. Fiske, J. 1999. Introduction to communication studies. London: Routledge.
4. Lee, M. and C. Johnson. 2005. Principles of advertising: a global perspective. New York: The Haworth Press.
5. Rotzoll, K. 1978. What factors affect response to advertisements? Urbana, IL: The University of Illinois, Department of Advertising.

#### Optional

1. Stiff, J. B. and P. A. Mongeau. 2016. Persuasive communication. New York: Guilford Press.
2. Turow, J. 2013. Media Today: An Introduction to Mass Communication. (3rd edition). New York: Routledge.
3. Kowalewska, K. 2018. The perception of language and non-language resources in press advertisements: an ecolinguistic-communicative approach. Poznań: Wydawnictwo Naukowe UAM.
4. Kowalewska, K. 2018. "The effectiveness of celebrity endorsement in Polish magazines". Annales. Ethics in Economic Life 21(4), 31-44.
5. Kowalewska, K. and E. Grodzki. 2016. "Cultural knowledge gaps (Lacunas): Challenges in cross-cultural advertising". In: Rehman S., Grodzki E., and C. Calma. (eds.) Knowledge Management and Challenges in Education. Kraków: Scholars Ink Publications and Jungo Press.

### Calculation of ECTS points

Activities	Activity hours*
Workshops	30
Preparation for classes	20
Reading the indicated literature	40

Preparation of a project	15
Preparation of a multimedia presentation	15
<b>Student workload</b>	<b>Hours</b> 120
<b>Number of ECTS points</b>	<b>ECTS</b> 4

\* academic hour = 45 minutes

## Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_K08	The graduate is ready to establish contacts and activities in a linguistically, culturally, geographically and socially diverse international environment
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U03	The graduate can use research skills, including formulation and analysis of research problems, selection of research methods and tools, development and presentation of results, allowing to solve research problems in the field of global communication
GLC_K1_U05	The graduate can independently acquire knowledge and develop skills in conducting research work under the guidance of a research supervisor
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
GLC_K1_U09	The graduate can use skills in preparing various types of speeches and leading discussions on issues relevant to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparative studies
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W09	The graduate knows and understands the essence of the functioning of institutions relevant to the area of professional activity related to the field of study
GLC_K1_W11	The graduate knows and understands concepts and principles of intellectual property and copyright protection