



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Introduction to marketing communication

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2023/24
Speciality -		Subject code 09GLCS.18KP.03209.23
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English
Study level First-cycle programme		Course type Obligatory
Study form Full-time		Block Basic major subjects
Education profile General academic		
Subject coordinator	Kinga Kowalewska	
Lecturer	Kinga Kowalewska	
Period Semester 4	Activities and hours • Lecture: 30, Exam	Number of ECTS points 4

Goals

Code	Goal
C1	Providing knowledge and basic terms connected with marketing theory and research.
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 advertising.
C4	Teaching to observe and analyse the structure and effectiveness of marketing strategies.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	has basic knowledge of the theory of marketing communication and is familiarised with the field's basic concepts and terminology.	GLC_K1_W01, GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Written exam
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	Written exam
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	Written exam
Skills - Student:			
U1	identifies, analyses and critically interprets various forms of marketing communication.	GLC_K1_U01, GLC_K1_U03, GLC_K1_U05	Written exam
U2	analyses and explains different advertising strategies used in marketing.	GLC_K1_U01, GLC_K1_U03	Written exam
U3	uses appropriate terminology related to various aspects of marketing communication.	GLC_K1_U01, GLC_K1_U03	Written exam
Social competences - Student:			
K1	is ready to update and develop their knowledge, skills and competences related to marketing communication and advertising.	GLC_K1_K01, GLC_K1_K03	Written exam
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	Written exam

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining mass communication	W1, W3, U1, U3, K1	Lecture
2.	Defining marketing communication and advertising	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
3.	Types and functions of advertising	W2, W3, U2, U3, K1, K2	Lecture
4.	Advertising strategies (e.g. advertising slogans, celebrity endorsement, product placement)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
5.	Marketing strategies (e.g. tricks and promotions)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
6.	Stereotypes and cultural diversity in advertising	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
7.	Music in TV and radio commercials	W2, W3, U1, U2, U3, K1, K2	Lecture

No.	Course content	Subject learning outcomes	Activities
8.	Emotional load and sense of humour in marketing messages	W2, W3, U1, U2, U3, K1, K2	Lecture
9.	Controversial and banned advertisements	W2, W3, U1, U2, U3, K1, K2	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Case study, Project method, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	<ul style="list-style-type: none"> Attendance is not obligatory. On the course completion, students take a written exam (close ended and open ended questions, short writing tasks – analysis and interpretation); pass mark for the exam (min. 60%) Students can retake the final written exam only once <p>Grading scale: 92-100% - very good (5,0) 84 -91,9% - good plus (4,5) 76-83,9% - good (4,0) 68-75,9% - satisfactory plus (3,5) 60-67,9% - satisfactory (3,0) 0-59,9% - unsatisfactory (2,0)</p>

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. Kowalewska, K. 2018. The perception of language and non-language resources in press advertisements: an ecolinguistic-communicative approach. Poznań: Wydawnictwo Naukowe UAM.
5. Lee, M. and C. Johnson. 2005. Principles of advertising: a global perspective. New York: The Haworth Press.

Optional

1. Kowalewska, K. 2018. "The effectiveness of celebrity endorsement in Polish magazines". Annales. Ethics in Economic Life 21(4), 31-44.
2. 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.
3. Littlejohn, S. and K. Foss. 2004. Theories of human communication. Toronto: Thomson Wadsworth.
4. Turow, J. 2013. Media Today: an introduction to Mass Communication. (3rd edition). New York: Routledge.

Calculation of ECTS points

Activities	Activity hours*
------------	-----------------

Lecture	30
Preparation for classes	10
Reading the indicated literature	40
Preparation for the exam	40
Student workload	Hours 120
Number of ECTS points	ECTS 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_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
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